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POCKET GUIDE

to the

CHICAGO MARKET

1983

repared by—

CHICAGO SUN-TIMES
A Division of Field Enterprises, Inc.

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During an average day in CHICAGO

Retail sales total more than $110,800,000

Manufacturers produce more than $371,000,000

Wholesale receipts account for $470,500,000

Service establishments bill $56,600,000

More than 119,500 persons leave or enter by air

Railroads bring 139,000 persons to Chicago

Buses carry 138,300 passengers to Chicago

More than 21,000 tourists, spending $204.62 each, visit Chicago

More than 3,528,000 workers earn an average of $94.00 per household–52% greater than the national average

SOURCES:
CHICAGO ASSOCIATION OF COMMERCE AND INDUSTRY;
CHICAGO CONVENTION AND TOURISM BUREAU.

A Pocket Guide to Help You Know

THE CHICAGO MARKET

Market Information Services
CHICAGO SUN-TIMES

Available . . . . . .

TO HELP YOU

REACH CHICAGO HOMES

EFFICIENTLY . . . PROFITABLY

THREE SIGMA SYNDICATED STUDY -- a major market newspaper survey measuring newspaper audiences in Chicago and 39 other major ADI's and their related metropolitan areas.

SMRB CHICAGO -- a comprehensive survey of the Chicago ADI providing detailed information on the market's demographics, media and product usage, shopping habits and newspaper readership.

GROCERY ROUTE LIST -- location of nearly 3,600 food stores arranged in optimized routing for 77 city areas and 224 suburban towns. Each store classified by affiliation.

DRUG STORE ROUTE LIST -- location of over 1,700 drug stores arranged in optimized routing for 77 city areas and 195 suburban towns. Each store classified by affiliation.

CENSUS DATA PACKET -- basic statistics of interest to marketers, compiled from the U.S. Census for 77 Community Areas within the city and all major suburban localities in the metropolitan market.

SHOPPING CENTER DIRECTORY -- listing of 304 shopping centers classified into three categories: (1) those centers with two or more major department stores; (2) those centers with one major department store; and (3) all others having ten or more tenants. Additional sections include a listing of discount and family center stores, and a brief demographic/business analysis of the Chicago area.

MAJOR DISTRIBUTORS OF FOOD PRODUCTS -- directory of corporate chains, wholesalers, voluntary groups, department stores and outstanding independents serving the local food industry.

Ask your representative from

the CHICAGO SUN-TIMES

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	29	10	11	12	13	14	15	16
JUL.	30	17	18	19	20	21	22	23
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	33	7	8	9	10	11	12	13
AUG.	34	14	15	16	17	18	19	20
	35	21	22	23	24	25	26	27
	36	28	29	30	31	1	2	3
	37	4	5	6	7	8	9	10
	38	11	12	13	14	15	16	17
SEPT.	39	18	19	20	21	22	23	24
	40	25	26	27	28	29	30	1
	41	2	3	4	5	6	7	8
	42	9	10	11	12	13	14	15
OCT.	43	16	17	18	19	20	21	22
	44	23	24	25	26	27	28	29
	45	30	31	1	2	3	4	5
	46	6	7	8	9	10	11	12
NOV.	47	13	14	15	16	17	18	19
	48	20	21	22	23	24	25	26
	49	27	28	29	30	1	2	3
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Section One:

UNDERSTANDING AND DEFINING THE CHICAGO MARKET

Chicago, Illinois is the second largest city in the United States and has grown to a point where it is now the nation's leading industrial and transportation center. Located at the northeast corner of Illinois on the Chicago River at the base of Lake Michigan, Chicago has long been a commercial and industrial center. Indians settled the area before Europeans explored Illinois. The French established settlements in the late 1600's and by 1803, the United States Government had established a key military fort at the mouth of the Chicago River.

From the time of the city's incorporation in 1837, the Chicago Area has been known as a location for excellent employment opportunities. Chicago's earliest growth prior to the Fire of 1871 centered on the establishment of the Union Stock Yards which developed as a mecca for agricultural commerce in the United States. Many European immigrants settled in Chicago and were employed in this industry.

Following the Chicago Fire, the Chicago Area developed as a center for heavy industrial production. Iron and steel mills were established in 1875 along the Calumet River. By 1900, Chicago had established itself as a major industrial center. In 1906, United States Steel chose Gary, Indiana (just south and east of Chicago) as the site of its mill. As a result, by 1920, the Chicago Area became the nation's leading industrial center. The great influx of both immigrant and transient population at this time was a direct result of this industrial development.

Today, Chicago ranks as the transportation hub of the country. For example, only Texas, a state nearly five times the area of Illinois, has more track. The Chicago Area ships more tonnage of manufactured goods by rail than any other production center in the country. Chicago's eighteen trunk lines operate half of the nation's railway mileage and move 37,000 freight cars per day out of the city.

The Chicago Area ranks second nationwide in registered trucks. In this region there are approximately 2,000 trucking and warehousing firms, the highest total for any metropolitan area. Metropolitan Chicago ships 38 million tons of manufactured products each year by truck. Even though Illinois only ranks 24th in geographic size, it ranks third in the total miles of surface roads. Illinois has more miles of surface roads than all states with the exception of California and Texas. It also has the third highest total mileage of interstate roads in the country.

Shipping can traverse in two directions through the port of Chicago; northeast through the Great Lakes-St. Lawrence Seaway and south through the Illinois and Mississippi Rivers. Ships and barges carry 95 million tons of cargo in and out of the Metropolitan Area.

The strategic central location of Chicago's O'Hare Field has placed Chicago at the center of commercial air activity. On the average, more than 38 million passengers pass through Chicago every year. There are 588,000 scheduled plane movements serving 218 destinations each year at Chicago's airports. These figures rank Chicago as the busiest commercial air center. O'Hare Field handles more freight and mail than any other airport in the country. Chicago's value of import and export air shipments exceed those of any inland facility in the United States.

In order to understand more fully the statistical nature of the Chicago Area, it is important to be familiar with the five most widely accepted area descriptions:

1. City of Chicago - the 228.1 square miles of Cook County which contain 3,005,072 people within its incorporated boundaries.

2. Chicago Standard Metropolitan Statistical Area (SMSA) - Cook, DuPage, Kane, Lake, McHenry and Will Counties in Illinois.

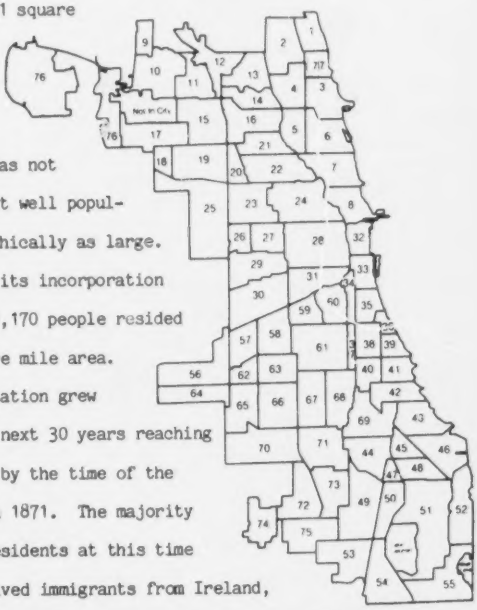
3. City and Retail Trading Zone (C & RTZ) - The Chicago SMSA plus Lake County in Indiana.

4. Chicago-Gary-Kenosha Standard Consolidated Statistical Area (SCSA) - The C & RTZ plus Porter County in Indiana and Kenosha County in Wisconsin.

5. Chicago Area of Dominant Influence (ADI) - The Chicago-Gary-Kenosha SCSA plus ten counties in Illinois and Indiana.

SOURCES: Mayer, Harold M. and Wade, Richard C., Chicago-Growth of a Metropolis. Chicago: University of Chicago Press, 1969; Chicago Association of Commerce and Industry; U.S. Census - 1980.

CITY OF CHICAGO



Currently, there are 3,005,072 people living within the 228.1 square miles of incorporated Chicago. However, Chicago has not always been that well populated or geographically as large. At the time of its incorporation in 1837, only 4,170 people resided in a 10.2 square mile area. Chicago's population grew rapidly in the next 30 years reaching nearly 300,000 by the time of the Chicago Fire in 1871. The majority of Chicago's residents at this time were newly arrived immigrants from Ireland, Germany and the Scandinavian countries. After 1871, Chicago became a focal point for the mass immigration of Eastern Europeans, soon followed by new arrivals from Italy and Germany. In the years prior to World War I, many Russians came to Chicago after much civil unrest in their home country. By World War I, these new arrivals in combination with blacks who migrated from the Southern United States helped to make Chicago a large multiracial and ethnic city of 2,700,000 people. In addition, the physical size of the city increased immensely during this 80 year period. In 1889, Chicago annexed the four adjacent communities of Jefferson, Lake View, Lake and Hyde Park. These acquisitions alone increased the physical size of the city by a factor of four.

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CHICAGO COMMUNITY AREAS

Number	Name	Number	Name
1	Rogers Park	39	Kenwood
2	West Ridge	40	Washington Park
3	Uptown	41	Hyde Park
4	Lincoln Square	42	Woodlawn
5	North Center	43	South Shore
6	Lake View	44	Chatham
7	Lincoln Park	45	Avalon Park
8	Near North Side	46	South Chicago
9	Edison Park	47	Burnside
10	Norwood Park	48	Calumet Heights
11	Jefferson Park	49	Roseland
12	Forest Glen	50	Pullman
13	North Park	51	South Deering
14	Albany Park	52	East Side
15	Portage Park	53	West Pullman
16	Irving Park	54	Riverdale
17	Dunning	55	Hegewisch
18	Montclare	56	Garfield Ridge
19	Belmont Cragin	57	Archer Heights
20	Hermosa	58	Brighton Park
21	Avondale	59	McKinley Park
22	Logan Square	60	Bridgeport
23	Humboldt Park	61	New City
24	West Town	62	West Elsdon
25	Austin	63	Gage Park
26	West Garfield Park	64	Clearing
27	East Garfield Park	65	West Lawn
28	Near West Side	66	Chicago Lawn
29	North Lawndale	67	West Englewood
30	South Lawndale	68	Englewood
31	Lower West Side	69	Gtr. Grand Crossing
32	Loop	70	Ashburn
33	Near South Side	71	Auburn Gresham
34	Armour Square	72	Beverly
35	Douglas	73	Washington Heights
36	Oakland	74	Mount Greenwood
37	Fuller Park	75	Morgan Park
38	Grand Boulevard	76	O'Hare
		77	Edgewater

While incorporated Chicago ranks second to New York in total population, the City of Chicago outranks New York in many key economic factors. For example, the median household effective buying income in Chicago is 4.2% higher than New York. Analysis of total retail sales at the household level indicates that Chicago ranks higher than New York.

For research purposes, the City of Chicago has been subdivided into 77 "Community Areas" ranging in population size from Burnside (3,942) to Austin (138,026). (Note - in 1981 a 77th Community Area (Edgewater) was added.) Each of these areas has an evolving character and a local history of its own. Some were independent villages annexed by the growing city; some had strong ethnic and national origins and some had distinctive land-use patterns. Originally, each Community Area represented a definite neighborhood, but with urban change they are now regarded as standardized reportage units with an average population of 39,000.

Statistics for each Community Area have been compiled regularly since the Census of 1930. Community Areas are further subdivided into census tracts, of which there are 878 in Chicago.

SOURCES: Kitagawa, Evelyn M., and Taeuber, Karl E., Local Community Fact Book Chicago Metropolitan Area 1960. Chicago: Chicago Community Inventory, 1963;
Mayer, Harold M. and Wade, Richard C., Chicago-Growth of a Metropolis, Chicago: University of Chicago Press, 1969;
City of Chicago Department of Planning, City and Community Development;
Sales Management - 1982 Survey of Buying Power Estimates;
U.S. Census - 1980.

Selected Demographic Statistics

CHICAGO

TOTAL POPULATION - 1980	3,005,072
Male	1,427,901
Female	1,577,171
Under 18	852,876
18-34	903,791
35-54	610,433
55-64	295,461
65 and Over	342,511
MARITAL STATUS - 1980	
Total Population 15 Years and Older	2,311,034
Single	803,783
Now Married, except Separated	1,001,528
Separated	111,927
Widowed	217,312
Divorced	176,484
OCCUPIED HOUSING UNITS - 1980	1,093,409
Owner Occupied	425,866
Renter Occupied	667,543
SIZE OF HOUSEHOLD	
Total Occupied Housing Units	1,093,409
1 Person Unit	339,221
2 Person Unit	289,539
3 Person Unit	166,351
4 Person Unit	129,443
5 Person Unit	77,324
6 or More Person Unit	91,531
Persons Per Household	2.71
EFFECTIVE BUYING INCOME - 1981	
Total Households	1,089,700*
$0 - $9,999	254,990
$10,000 - $14,999	139,482
$15,000 - $24,999	296,398
$25,000 - $49,999	346,525
$50,000 and Over	52,305
Average Household Effective Buying Income	$22,729
TOTAL EMPLOYMENT	1,506,450
Construction & Mining	35,900
Manufacturing	322,850
Transportation, Communication, Utilities & Wholesale Trade	196,550
Retail Trade	191,950
Finance, Insurance & Real Estate	142,500
Services, Institutions, & Miscellaneous	252,900
Health Services	93,500
Federal Government	46,000
State Government	37,500
Local Government (except Education)	100,150
Local Government (Education)	86,650
RETAIL SALES (000) - 1981	$9,421,604
Food (000)	1,915,978
Eating and Drinking Places (000)	1,106,549
General Merchandise (000)	1,143,792
Furniture, Home Furnishings and Appliances (000)	463,401
Automotive (000)	1,047,089
Drug Stores (000)	463,891
Other (000)	3,280,904

* Sales Management Estimate.

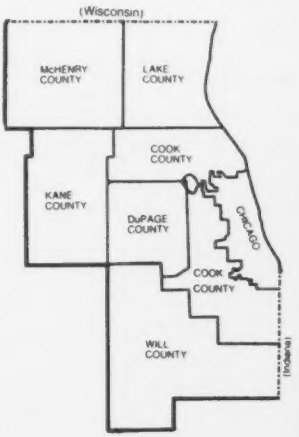
SOURCES: U.S. Census - 1980;
Sales Management - 1982 Survey of Buying Power Estimates;
Northeastern Illinois Planning Commission - Spatial Development of Employment in Northeastern Illinois.

CHICAGO STANDARD METROPOLITAN STATISTICAL AREA

The United States Bureau of the Census has established the Chicago Standard Metropolitan Statistical Area (SMSA) to enable federal agencies to gather metropolitan data on a coordinated basis. Originally, the Chicago SMSA included Cook, DuPage, Kane, Lake and Will Counties in Illinois and Lake County in Indiana. In 1959, McHenry County was added to the Chicago SMSA and Lake County, Indiana was deleted in order to form in combination with Porter County the Gary-Hammond-East Chicago SMSA. The six Illinois counties which comprise the Chicago SMSA contain an area of 3,724 square miles extending from the Indiana state line to the Wisconsin state line including the City of Chicago and 205 suburban municipalities of 2,500 or more population.

Today, the Chicago SMSA ranks third in total population. However, if economic data are analyzed on a per household basis, the Chicago SMSA outranks the New York SMSA in both effective buying income and median household income as well as in total retail, food, general merchandise, department store, furniture, home furnishings and appliance, building material/hardware store, automobile, gasoline, and drug store sales.

Counties	Population
Cook	5,253,655
DuPage	658,835
Kane	278,405
Lake	440,372
McHenry	147,897
Will	324,460
SMSA	7,103,624



SOURCES: U.S. Census - 1980;
Sales Management - 1982 Survey of Buying Power Estimates.

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Selected Demographic Statistics

CHICAGO STANDARD METROPOLITAN STATISTICAL AREA

TOTAL POPULATION - 1980	7,103,624
Male	3,439,296
Female	3,664,328
Under 18	2,033,506
18-34	2,107,372
35-54	1,567,129
55-64	683,058
65 and Over	712,559
MARITAL STATUS - 1980	
Total Population 15 Years and Older	5,466,288
Single	1,629,357
Now Married except Separated	2,909,700
Separated	150,699
Widowed	425,383
Divorced	351,149
OCCUPIED HOUSING UNITS - 1980	2,486,724
Owner Occupied	1,425,422
Renter Occupied	1,061,302
SIZE OF HOUSEHOLDS	
Total Occupied Housing Units	2,486,724
1 Person Unit	609,548
2 Person Unit	709,071
3 Person Unit	416,659
4 Person Unit	372,995
5 Person Unit	203,315
6 Person Unit or More	175,136
Persons Per Household	2.80
EFFECTIVE BUYING INCOME	
Total Households	2,538,600*
$0 - $7,999	318,885
$8,000 - $9,999	78,747
$10,000 - $14,999	222,076
$15,000 - $24,999	570,664
$25,000 - $49,999	1,086,515
$50,000 and Over	261,713
Average Household Effective Buying Income	$29,240
TOTAL EMPLOYMENT - 1982	3,180,900
Mining	4,100
Construction	107,900
Manufacturing	704,300
Transportation & Public Utilities	189,700
Wholesale & Retail Trade	749,300
Finance, Insurance & Real Estate	245,100
Services	712,300
Government	468,200

(Continued)

Selected Demographic Statistics

CHICAGO STANDARD METROPOLITAN STATISTICAL AREA

(Continued)

TOTAL RETAIL SALES (000) - 1981		$33,207,436
Total Food Stores (000)		6,643,649
Supermarkets (000)	6,218,063	
Eating and Drinking Places (000)		3,404,999
General Merchandise Stores (000)		4,409,568
Department Stores (000)	3,977,355	
Apparel and Accessories Stores (000)		1,927,636
Furniture/Home Furnishings/Appliance Stores (000)		1,544,465
Furniture and Home Furnishings Only (000)	949,853	
Automotive Dealers (000)		5,068,675
Gasoline Service Stations (000)		2,915,192
Building Materials and Hardware Dealers (000)		1,163,390
Drug Stores (000)		1,313,088
Other (000)		4,816,774

PROJECTIONS - 1985 - 1990

Population - 1985	7,095,700
Population - 1990	7,142,600
Households - 1985	2,649,200
Households - 1990	2,774,400
Average Household Effective Buying Income - 1985	$34,318
Average Household Effective Buying Income - 1990	$47,936
Total Retail Sales (000) - 1985	$54,184,980
Total Retail Sales (000) - 1990	$83,280,383
Total Retail Sales per Household - 1985	$20,453
Total Retail Sales per Household - 1990	$30,017

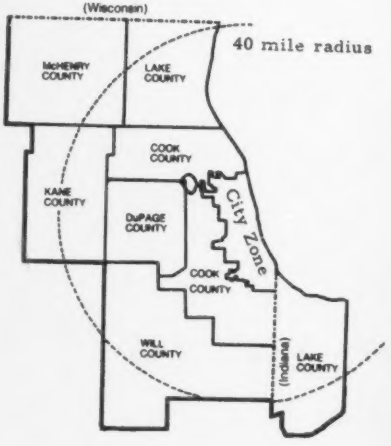
* Sales Management Estimate.

SOURCES: U.S. Census - 1980;
U.S. Department of Labor - Bureau of Labor Statistics;
Sales Management - 1982 Survey of Buying Power Estimates;
Sales Management - Forecaster's Handbook - 1980.

CITY AND RETAIL TRADING ZONE

The "City and Retail Trading Zone" is a geographically delineated area developed by newspapers in conjunction with the Audit Bureau of Circulations in order to analyze local newspaper circulation patterns. The "city zone" is comprised of the incorporated municipality in which the newspaper is located as well as selected suburban communities adjacent to the central city. The "retail trading zone" consists of the SMSA portion not included in the "city zone" as well as selected counties immediately adjacent to the SMSA. The Chicago "city zone" includes the corporate City of Chicago plus the Village of Oak Park. The Chicago "retail trading zone" encompasses the remainder of the Chicago SMSA and Lake County, Indiana which is added because more Chicago newspapers are circulated in this county than in either Kane, McHenry or Will Counties of the Chicago SMSA.

Counties	Households
Cook	1,879,117
DuPage	222,014
Kane	93,729
Lake (IL)	139,715
McHenry	49,078
Will	103,071
Lake (IN)	175,098
C & RTZ	2,661,822



CHICAGO NEWSPAPER CIRCULATION

Distribution Zone:	Daily	Sunday
C & RTZ	1,302,952	1,624,692

SOURCES: U.S. Census - 1980;
ABC Fas-Fax 9/30/82.

Selected Demographic Statistics

CHICAGO CITY AND RETAIL TRADING ZONE

TOTAL POPULATION - 1980	7,626,589
Male	3,693,689
Female	3,932,900
Under 18	2,197,908
18-34	2,256,047
35-54	1,679,382
55-64	734,885
65 and Over	758,367
MARITAL STATUS - 1980	
Total Population 15 Years and Older	5,856,357
Single	1,733,454
Now Married except Separated	3,131,137
Separated	158,572
Widowed	454,068
Divorced	379,126
OCCUPIED HOUSING UNITS - 1980	2,661,822
Owner Occupied	1,543,850
Renter Occupied	1,117,972
SIZE OF HOUSEHOLDS	
Total Occupied Housing Units	2,661,822
1 Person Unit	644,763
2 Person Unit	757,780
3 Person Unit	449,147
4 Person Unit	401,894
5 Person Unit	219,420
6 Person Unit or More	188,818
Persons Per Household	2.82
EFFECTIVE BUYING INCOME	
Total Households	2,715,800*
$0 - $7,999	342,826
$8,000 - $9,999	84,237
$10,000 - $14,999	237,024
$15,000 - $24,999	619,766
$25,000 - $49,999	1,161,160
$50,000 and Over	270,787
Average Household Effective Buying Income	$28,984

(Continued)

Selected Demographic Statistics

CHICAGO CITY AND RETAIL TRADING ZONE

(Continued)

TOTAL RETAIL SALES (000) - 1981		$35,651,154
Total Food Stores (000)		7,219,287
Supermarkets (000)	6,751,795	
Eating and Drinking Places (000)		3,635,801
General Merchandise Stores (000)		4,718,344
Department Stores (000)	4,266,503	
Apparel and Accessories Stores (000)		2,044,995
Furniture/Home Furnishings/Appliance Stores (000)		1,648,472
Furniture and Home Furnishings Only (000)	1,019,118	
Automotive Dealers (000)		5,458,699
Gasoline Service Stations (000)		3,215,467
Building Materials and Hardware Dealers (000)		1,272,663
Drug Stores (000)		1,414,202
Other (000)		5,023,224

PROJECTIONS - 1985 - 1990

Population - 1985	7,618,500
Population - 1990	7,653,500
Households - 1985	2,831,400
Households - 1990	2,960,500
Average Household Effective Buying Income - 1985	$34,519
Average Household Effective Buying Income - 1990	$48,547
Total Retail Sales (000) - 1985	$59,074,476
Total Retail Sales (000) - 1990	$91,693,075
Total Retail Sales per Household - 1985	$20,864
Total Retail Sales per Household - 1990	$30,972

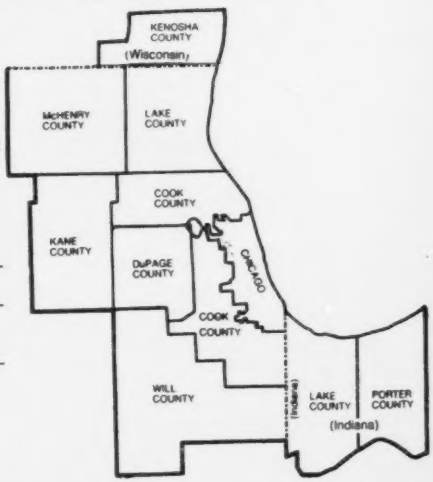
▪ Sales Management Estimate.

SOURCES: U.S. Census - 1980;
Sales Management - 1982 Survey of Buying Power Estimates;
Sales Management - Forecaster's Handbook - 1980.

CHICAGO-GARY-KENOSHA STANDARD CONSOLIDATED STATISTICAL AREA

As the large adjoining SMSA's have continued to grow it has become necessary for the United States Bureau of the Census to establish the Standard Consolidated Statistical Area (SCSA) in order to more accurately measure demographic and economic data. Computations for the Chicago-Gary Standard Consolidated Statistical Area first appeared in the 1960 United States Census with the creation of a separate Gary-Hammond-East Chicago SMSA. Following the 1980 Census, Kenosha County, Wisconsin was added. The inclusion of these SMSA's with the Chicago SMSA creates a nine county urbanized region 145 miles in length. It should be noted that Porter County in Indiana and Kenosha County in Wisconsin contribute little to the Chicago-Gary-Kenosha SCSA. The 1980 United States Census reports 119,816 people in Porter County, Indiana and 123,137 in Kenosha County, Wisconsin.

Counties	Population Per Sq. Mile
Cook, IL	5,484
DuPage, IL	1,955
Kane, IL	531
Lake, IL	970
McHenry, IL	244
Will, IL	384
SMSA	1,908
Lake, IN	1,044
C & RTZ	1,805
Porter, IN	286
Kenosha, WI	451
SCSA	1,600



With the large growth in urbanized population in the Chicago Area, it should be pointed out that the Chicago-Gary-Kenosha SCSA is only part of a 24 county corridor of connecting SMSA's. The Chicago-Gary-Kenosha SCSA is bordered to the south by the Kankakee SMSA; by the contiguous SMSA's of Rockford, Janesville - Beloit and Madison to the west and northwest; and the adjoining SMSA's of Racine, Milwaukee, Sheboygan, Appleton-Oshkosh and Green Bay to the north. In 1980, the population of this 24 County region was 10,852,806 which represents a growth of well over one million residents (15.2%) from the 9,417,425 count of 1960.

SOURCE: U.S. Census - 1980.

Selected Demographic Statistics

CHICAGO-GARY-KENOSHA STANDARD CONSOLIDATED STATISTICAL AREA

TOTAL POPULATION - 1980	
Male	7,869,542
Female	3,813,312
Under 18	4,056,230
18-34	2,272,182
35-54	2,329,844
55-64	1,731,923
65 and Over	755,729
	779,864
MARITAL STATUS - 1980	
Total Population 15 Years and Older	6,039,463
Single	1,779,817
Now Married except Separated	3,243,008
Separated	160,838
Widowed	465,546
Divorced	390,254
OCCUPIED HOUSING UNITS - 1980	
Owner Occupied	2,744,032
Renter Occupied	1,604,094
	1,139,938
SIZE OF HOUSEHOLDS	
Total Occupied Housing Units	2,744,032
1 Person Unit	660,789
2 Person Unit	782,073
3 Person Unit	463,927
4 Person Unit	416,729
5 Person Unit	227,089
6 Person Unit or More	193,425
Persons Per Household	2.82
EFFECTIVE BUYING INCOME	
Total Households	2,802,400*
$0 - $7,999	351,662
$8,000 - $9,999	86,772
$10,000 - $14,999	243,654
$15,000 - $24,999	638,334
$25,000 - $49,999	1,203,660
$50,000 and Over	278,318
Average Household Effective Buying Income	$28,995
TOTAL EMPLOYMENT - 1982	
Mining	3,459,200
Construction	4,100
Manufacturing	123,300
Transportation & Public Utilities	798,300
Wholesale & Retail Trade	204,800
Finance, Insurance & Real Estate	808,600
Services	255,100
Government	757,700
	507,300

(Continued)

Selected Demographic Statistics

CHICAGO-GARY-KENOSHA STANDARD CONSOLIDATED STATISTICAL AREA

(Continued)

TOTAL RETAIL SALES (000) - 1981		$36,443,329
Total Food Stores (000)		7,424,354
Supermarkets (000)	6,946,504	
Eating and Drinking Places (000)		3,734,557
General Merchandise Stores (000)		4,812,280
Department Stores (000)	4,339,706	
Apparel and Accessories Stores (000)		2,059,602
Furniture/Home Furnishings/Appliance Stores (000)		1,677,209
Furniture and Home Furnishings Only (000)	1,033,624	
Automotive Dealers (000)		5,547,723
Gasoline Service Stations (000)		3,333,357
Building Materials and Hardware Dealers (000)		1,304,031
Drug Stores (000)		1,444,329
Other (000)		5,105,887

PROJECTIONS - 1985 - 1990

Population - 1985	7,884,500
Population - 1990	7,941,200
Households - 1985	2,925,700
Households - 1990	3,066,900
Average Household Effective Buying Income - 1985	$34,949
Average Household Effective Buying Income - 1990	$49,723
Total Retail Sales (000) - 1985	$60,887,273
Total Retail Sales (000) - 1990	$95,021,997
Total Retail Sales per Household - 1985	$20,811
Total Retail Sales per Household - 1990	$30,983

* Sales Management Estimate.

SOURCES: U.S. Census - 1980;
U.S. Department of Labor - Bureau of Labor Statistics;
Sales Management - 1982 Survey of Buying Power Estimates;
Sales Management - Forecaster's Handbook - 1980.

Business Statistics

CHICAGO AND GARY-HAMMOND-EAST CHICAGO SMSA'S

- 1981 -

Gross Metropolitan Product	$ 120,200,000,000
Personal Income	$ 96,000,000,000
Wages and Salaries Received	$ 63,300,000,000
Bank Clearings	$ 269,060,000,000
Retail Sales	$ 35,777,000,000
Chicago Manufactured Products (gross sales)	$ 105,812,000,000
Primary Metals	$ 16,786,000,000
Non-Electrical Machinery	$ 11,577,000,000
Petroleum and Coal Products	$ 11,515,000,000
Electrical Machinery	$ 11,114,000,000
Food and Kindred Products	$ 11,113,000,000
Fabricated Metal Products	$ 9,992,000,000
Chemicals and Allied Products	$ 8,396,000,000
Printing and Publishing	$ 6,197,000,000
Transportation Equipment	$ 5,311,000,000
Instruments and Related Products	$ 2,941,000,000
Paper and Allied Products	$ 2,769,000,000
Rubber and Plastic Products	$ 2,107,000,000
Stone, Clay and Glass Products	$ 1,833,000,000
Apparel and Related Products	$ 1,036,000,000
Furniture and Fixtures	$ 938,000,000
Lumber and Wood Products	$ 493,000,000
Leather and Leather Products	$ 145,000,000
Miscellaneous Manufacturing	$ 1,549,000,000
Index of Industrial Activity (1972=100.0)	106.4
Electric Power Sales (kwhr)	66,199,000,000
Steel Production (net ingot tons)	27,766,000
Industrial Building and Land Investment	$ 671,000,000
Air Passengers (arriving and departing)	38,600,000
Scheduled Plane Movements	588,838
Air Freight and Express (lbs.)	1,287,000,000

SOURCE: Chicago Association of Commerce and Industry.

CHICAGO AREA OF DOMINANT INFLUENCE

The Area of Dominant Influence (ADI) is a geographic market design which defines each television market exclusive of another based on measurable viewing patterns. The ADI is an area that consists of all counties in which the television stations in the home market receive the majority of viewer preference. Each county in the United States is assigned to one ADI exclusively. There is no overlap. All counties within the United States (Alaska and Hawaii excluded) are assigned to ADI's annually.

The Chicago ADI includes the Chicago-Gary-Kenosha SCSA plus seven additional counties in Illinois and three in Indiana. The population of the Chicago ADI is greater than the population in all but eight of the United States. There are only eight states in the United States where retail sales are greater than in the Chicago ADI. The Chicago ADI includes both the richest farm lands and heaviest industrial concentrations of any ADI in the United States.

Counties	Population
Cook, IL	5,253,655
DuPage, IL	658,835
Kane, IL	278,405
Lake, IL	440,372
McHenry, IL	147,897
Will, IL	324,460
Chicago SMSA	7,103,624
DeKalb, IL	74,624
Grundy, IL	30,582
Iroquois, IL	32,976
Kankakee, IL	102,926
Kendall, IL	37,202
LaSalle, IL	112,033
Livingston, IL	41,381
Jasper, IN	26,138
Lake, IN	522,965
LaPorte, IN	108,632
Newton, IN	14,844
Porter, IN	119,816
Kenosha, WI	123,137
Chicago ADI	8,450,880

SOURCES: Sales Management - 1982 Survey of Buying Power Estimates;
U.S. Census - 1980;
Arbitron - American Research Bureau.

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Selected Demographic Statistics

CHICAGO AREA OF DOMINANT INFLUENCE

TOTAL POPULATION - 1980	8,450,880
Male	4,099,252
Female	4,351,628
Under 18	2,439,832
18-34	2,502,209
35-54	1,851,453
55-64	811,143
65 and Over	846,243
MARITAL STATUS - 1980	
Total Population 15 Years and Older	6,486,176
Single	1,895,262
Now Married except Separated	3,510,515
Separated	165,752
Widowed	499,207
Divorced	415,440
OCCUPIED HOUSING UNITS - 1980	2,943,986
Owner Occupied	1,744,905
Renter Occupied	1,199,081
SIZE OF HOUSEHOLDS	
Total Occupied Housing Units	2,943,986
1 Person Unit	703,679
2 Person Unit	844,518
3 Person Unit	498,454
4 Person Unit	449,418
5 Person Unit	243,754
6 Person Unit or More	204,163
Persons per Household	2.81
EFFECTIVE BUYING INCOME	
Total Households	3,009,500*
$0 - $7,999	382,953
$8,000 - $9,999	94,477
$10,000 - $14,999	263,188
$15,000 - $24,999	691,561
$25,000 - $49,999	1,286,919
$50,000 and Over	290,402
Average Household Effective Buying Income	$28,750

(Continued)

Selected Demographic Statistics

CHICAGO AREA OF DOMINANT INFLUENCE

(Continued)

TOTAL RETAIL SALES (000) - 1981		$38,846,195
Total Food Stores (000)		7,961,408
Supermarkets (000)	7,456,316	
Eating and Drinking Places (000)		3,977,417
General Merchandise Stores (000)		5,071,489
Department Stores (000)	4,529,977	
Apparel and Accessories Stores (000)		2,145,954
Furniture/Home Furnishings/Appliance Stores (000)		1,774,233
Furniture and Home Furnishings Only (000)	1,090,258	
Automotive Dealers (000)		5,950,460
Gasoline Service Stations (000)		3,653,336
Building Materials and Hardware Dealers (000)		1,476,245
Drug Stores (000)		1,534,194
Other (000)		5,301,459

PROJECTIONS - 1985 - 1990

Population - 1985	8,471,100
Population - 1990	8,543,900
Households - 1985	3,137,000
Households - 1990	3,293,600
Average Household Effective Buying Income - 1985	$34,714
Average Household Effective Buying Income - 1990	$49,481
Total Retail Sales (000) - 1985	$ 64,471,229
Total Retail Sales (000) - 1990	$100,523,299
Total Retail Sales per Household - 1985	$20,552
Total Retail Sales per Household - 1990	$30,521

* Sales Management Estimate.

SOURCES: U.S. Census - 1980;
Sales Management - 1982 Survey of Buying Power Estimates;
Sales Management - Forecaster's Handbook - 1980.

Section Two:

MEASURING THE MARKET

POPULATION - SCSA'S AND COMPONENT CITIES

POPULATION - LEADING SMSA'S AND CITIES

SIZE AND ECONOMIC MEASURES - CHICAGO, SUBURBAN AND ADI AREAS

MARRIAGES, BIRTHS AND DEATHS

NEW CAR SALES

RESIDENTIAL BUILDING PERMITS

METEOROLOGICAL DATA FOR A TYPICAL CHICAGO YEAR

RETAIL ESTABLISHMENTS, CHICAGO SMSA COMMUNITIES 25,000 OR MORE POPULATION

RETAIL SALES, CHICAGO SMSA COMMUNITIES 25,000 OR MORE POPULATION

RETAIL SALES, COOK COUNTY VS. CHICAGO SMSA

RETAIL SALES, CHICAGO SMSA VS. STATE OF ILLINOIS

TOP TWO MARKETS COMPARED

CHICAGO FOOD STORE SALES COMPARED WITH TOTAL SALES IN OTHER MAJOR AREAS

COMPARATIVE LIVING COSTS FOR AN URBAN FAMILY AT THE LOWER, INTERMEDIATE AND UPPER STANDARD FOR SELECTED URBAN CENTERS

CHICAGO AREA FAMILY BUDGETS COMPARED WITH OTHER MAJOR MARKETS

FOOD COST AS PART OF FAMILY BUDGET

FOOD PRODUCERS PRICE INDEXES

COMPARISON OF FOOD PRICE CHANGES BY PRODUCTS AND CITIES

CHICAGO PRICE TRENDS

CHICAGO-GARY-KENOSHA SUBURBAN SCSA ZIP CODES

CHICAGO ADI ZIP CODES

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS

STANDARD CONSOLIDATED STATISTICAL AREAS

(Showing SMSA components and distribution of population within, and outside of, central cities.)

	S.C.S.A.		S.M.S.A. COMPONENTS		CENTRAL CITY		Outside Central City Population
Rank	Name	Total Population	Name	Total Population	Name	Population	
1	New York - Newark - Jersey City, NY - NJ - CT	16,121,297	New York, NY - NJ	9,120,346	New York	7,071,639	9,049,658
			Nassau - Suffolk, NY	2,605,813			
			Newark, NJ	1,965,969			
			New Brunswick - Perth Amboy - Sayreville, NJ	595,893			
			Jersey City, NJ	556,972			
			Long Branch - Asbury Park, NJ	503,173			
			Paterson - Clifton - Passaic, NJ	447,585			
			Stamford, CT	198,854			
			Norwalk, CT	126,692			
2	Los Angeles - Long Beach - Anaheim, CA	11,497,568	Los Angeles - Long Beach, CA	7,477,503	Los Angeles	2,966,850	8,530,718
			Anaheim - Santa Ana - Garden Grove, CA	1,932,709			
			Riverside - San Bernardino - Ontario, CA	1,558,182			
			Oxnard - Simi Valley - Ventura, CA	529,174			
3	Chicago - Gary - Kenosha, IL - IN - WI	7,869,542	Chicago, IL	7,103,624	Chicago	3,005,072	4,864,470
			Gary - Hammond - East Chicago, IN	642,781			
			Kenosha, WI	123,137			
4	Philadelphia - Wilmington - Trenton, PA - DE - NJ - MD	5,547,902	Philadelphia, PA - NJ	4,716,818	Philadelphia	1,688,210	3,859,692
			Wilmington, DE - NJ - MD	523,221			
			Trenton, NJ	307,863			

5	San Francisco - Oakland - San Jose, CA	5,179,784	San Francisco - Oakland, CA	3,250,630	San Francisco	678,974	4,500,810
			San Jose, CA	1,295,071			
			Vallejo - Fairfield - Napa, CA	334,402			
			Santa Rosa, CA	299,681			
6	Detroit - Ann Arbor, MI	4,618,161	Detroit, MI	4,353,413	Detroit	1,203,339	3,414,822
			Ann Arbor, MI	264,748			
7	Boston - Lawrence - Lowell, MA - NH	3,448,122	Boston, MA	2,763,357	Boston	562,994	2,885,128
			Lawrence - Haverhill, MA - NH	281,981			
			Lowell, MA - NH	233,410			
			Brockton, MA	169,374			
8	Houston - Galveston, TX	3,101,293	Houston, TX	2,905,353	Houston	1,595,138	1,506,155
			Galveston - Texas City, TX	195,940			
9	Cleveland - Akron - Lorain, OH	2,834,062	Cleveland, OH	1,898,825	Cleveland	573,822	2,260,240
			Akron, OH	660,328			
			Lorain - Elyria, OH	274,909			
10	Miami - Fort Lauderdale, FL	2,643,981	Miami, FL	1,625,781	Miami	346,865	2,297,116
			Fort Lauderdale - Hollywood, FL	1,018,200			
11	Seattle - Tacoma, WA	2,093,112	Seattle - Everett, WA	1,607,469	Seattle	493,846	1,599,266
			Tacoma, WA	485,643			
12	Cincinnati - Hamilton, OH - KY - IN	1,660,278	Cincinnati, OH - KY - IN	1,401,491	Cincinnati	385,457	1,274,821
			Hamilton - Middletown, OH	258,787			
13	Milwaukee - Racine, WI	1,570,275	Milwaukee, WI	1,397,143	Milwaukee	636,212	934,063
			Racine, WI	173,132			
14	Indianapolis - Anderson, IN	1,305,911	Indianapolis, IN	1,166,575	Indianapolis	700,807	605,104
			Anderson, IN	139,336			
15	Providence - Fall River, RI - MA	1,096,047	Providence - Warwick - Pawtucket, RI - MA	919,216	Providence	156,804	939,243
			Fall River, MA - RI	176,831			
16	Dayton - Springfield, OH	1,013,955	Dayton, OH	830,070	Dayton	203,371	810,584
			Springfield, OH	183,885			

SOURCE: U.S. Census - 1980.

STANDARD METROPOLITAN STATISTICAL AREAS WITH POPULATIONS OF 1,000,000 OR MORE

(Showing distribution of population within, and outside of, central cities.)

Rank	S.M.S.A. Name	S.M.S.A. Total Population	Central City Name	Central City Population	Outside Central City Population
1	New York, NY - NJ	9,120,346	New York	7,071,639	2,048,707
2	Los Angeles - Long Beach, CA	7,477,503	Total	3,328,184	4,149,319
			Los Angeles	(2,966,850)	
			Long Beach	(361,334)	
3	Chicago, IL	7,103,624	Chicago	3,005,072	4,098,552
4	Philadelphia, PA - NJ	4,716,818	Philadelphia	1,688,210	3,028,608
5	Detroit, MI	4,353,413	Detroit	1,203,339	3,150,074
6	San Francisco - Oakland, CA	3,250,630	Total	1,018,311	2,232,319
			San Francisco	(678,974)	
			Oakland	(339,337)	
7	Washington, DC - MD - VA	3,060,922	Washington	638,333	2,422,589
8	Dallas - Fort Worth, TX	2,974,805	Total	1,289,242	1,685,563
			Dallas	(904,078)	
			Fort Worth	(385,164)	
9	Houston, TX	2,905,353	Houston	1,595,138	1,310,215
10	Boston, MA	2,763,357	Boston	562,994	2,200,363
11	Nassau - Suffolk, NY	2,605,813			2,605,813
12	St. Louis, MO - IL	2,356,460	St. Louis	453,085	1,903,375
13	Pittsburgh, PA	2,263,894	Pittsburgh	423,938	1,839,956
14	Baltimore, MD	2,174,023	Baltimore	786,775	1,387,248
15	Minneapolis - St. Paul, MN - WI	2,113,533	Total	641,181	1,472,352
			Minneapolis	(370,951)	
			St. Paul	(270,230)	
16	Atlanta, GA	2,029,710	Atlanta	425,022	1,604,688
17	Newark, NY	1,965,969	Newark	329,248	1,636,721
18	Anaheim - Santa Ana - Garden Grove, CA	1,932,709	Total	546,331	1,386,378
			Anaheim	(219,311)	
			Santa Ana	(203,713)	
			Garden Grove	(123,307)	

19	Cleveland, OH	1,898,825	Cleveland	573,822	1,325,003
20	San Diego, CA	1,861,846	San Diego	875,538	986,308
21	Miami, FL	1,625,781	Miami	346,865	1,278,916
22	Denver - Boulder, CO	1,620,902	Total	569,050	1,051,852
			Denver	(492,365)	
			Boulder	(76,685)	
23	Seattle - Everett, WA	1,607,469	Total	548,259	1,059,210
			Seattle	(493,846)	
			Everett	(54,413)	
24	Tampa - St. Petersburg, FL	1,569,134	Total	510,170	1,058,964
			Tampa	(271,523)	
			St. Petersburg	(238,647)	
25	Riverside - San Bernardino - Ontario, CA	1,558,182	Total	377,186	1,180,996
			Riverside	(170,876)	
			San Bernardino	(117,490)	
			Ontario	(88,820)	
26	Phoenix, AZ	1,509,052	Phoenix	789,704	719,348
27	Cincinnati, OH - KY - IN	1,401,491	Cincinnati	385,457	1,016,034
28	Milwaukee, WI	1,397,143	Milwaukee	636,212	760,931
29	Kansas City, MO - KS	1,327,106	Kansas City	448,159	878,947
30	San Jose, CA	1,295,071	San Jose	629,442	665,629
31	Buffalo, NY	1,242,826	Buffalo	357,870	884,956
32	Portland, OR - WA	1,242,594	Portland	366,383	876,211
33	New Orleans, LA	1,187,073	New Orleans	557,515	629,558
34	Indianapolis, IN	1,166,575	Indianapolis	700,807	465,768
35	Columbus, OH	1,093,316	Columbus	564,871	528,445
36	San Antonio, TX	1,071,954	San Antonio	785,880	286,074
37	Fort Lauderdale - Hollywood, FL	1,018,200	Total	274,602	743,598
			Fort Lauderdale	(153,279)	
			Hollywood	(121,323)	
38	Sacramento, CA	1,014,002	Sacramento	275,741	738,261

* No Central City Present Under U.S. Census Definitions.

SOURCE: U.S. Census - 1980.

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SIZE AND INCOME OF THE 77 CHICAGO COMMUNITY AREAS

Showing population, number of households, and median household income, . . . with Community Areas ranked, in descending order, for each measure.

Community Number	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
1	21	55,525	10	26,299	51	$ 13,904
2	14	61,129	11	25,004	20	20,483
3	10	64,414	9	28,211	63	10,774
4	31	43,954	19	18,663	43	15,766
5	40	35,161	35	14,030	44	15,683
6	2	97,519	1	51,977	41	$ 15,890
7	19	57,146	5	31,654	34	18,122
8	8	67,167	3	36,377	29	18,601
9	68	12,457	66	4,698	6	23,400
10	33	40,585	30	14,917	5	23,755
11	50	24,583	47	9,960	19	$ 20,854
12	60	18,991	57	6,813	1	28,207
13	62	15,273	62	5,408	12	21,823
14	27	46,075	28	16,285	38	16,521
15	17	57,349	12	22,808	28	18,733
16	24	49,489	15	20,593	37	$ 16,620
17	36	37,860	36	13,889	18	20,981
18	71	10,793	70	4,126	24	19,712
19	23	53,371	14	21,083	32	18,257
20	58	19,547	56	7,053	39	16,412
21	42	33,527	37	13,222	46	$ 15,306
22	4	84,768	7	29,477	55	13,042
23	7	70,879	13	21,396	58	12,223
24	3	96,428	4	32,122	62	10,970
25	1	138,026	2	41,617	50	14,496
26	41	33,865	50	9,140	65	$ 9,654
27	44	31,580	48	9,771	70	7,979
28	18	57,305	20	18,340	75	6,079
29	13	61,534	24	17,185	68	9,095
30	6	75,204	17	19,334	48	14,856
31	29	44,951	38	12,964	57	$ 12,433
32	75	6,462	71	3,862	61	11,692
33	74	7,243	75	2,421	74	6,084
34	67	12,475	67	4,453	64	10,274
35	39	35,700	33	14,353	69	8,673
36	61	16,748	63	4,874	77	$ 4,690
37	76	5,832	76	1,912	71	7,762
38	22	53,741	18	18,694	76	5,425
39	54	21,974	45	10,034	59	12,215
40	43	31,935	44	10,986	73	6,591

SIZE AND INCOME
OF THE 77 CHICAGO COMMUNITY AREAS (Continued)

Community Number	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
41	45	31,198	32	14,458	47	$ 15,165
42	38	36,323	34	14,075	72	7,526
43	5	77,743	6	31,367	53	13,646
44	32	40,725	27	16,418	45	15,611
45	63	13,792	68	4,223	15	21,274
46	26	46,422	31	14,471	35	$ 17,444
47	77	3,942	77	1,039	23	19,931
48	56	20,505	59	6,194	4	24,791
49	11	64,372	21	18,113	31	18,540
50	72	10,341	74	3,367	27	18,942
51	59	19,400	60	5,627	26	$ 19,691
52	55	21,331	55	7,458	14	21,645
53	30	44,904	42	11,745	22	20,088
54	64	13,539	73	3,395	66	9,182
55	69	11,572	69	4,127	11	21,854
56	35	37,935	40	12,619	7	$ 22,200
57	73	9,708	72	3,710	25	19,693
58	47	30,770	41	12,193	42	15,821
59	65	13,248	64	4,867	40	16,120
60	46	30,923	43	11,336	49	14,633
61	20	55,860	25	17,010	56	$ 12,814
62	66	12,797	65	4,863	21	20,347
63	51	24,445	49	9,303	33	18,126
64	53	22.584	53	8,043	9	22,006
65	49	24,748	51	8,992	8	22,167
66	25	46,568	23	17,600	36	$ 17,095
67	12	62,069	29	15,857	54	13,248
68	15	59,075	22	17,739	67	9,164
69	28	45,218	26	16,932	60	11,912
70	34	40,477	39	12,754	3	25,591
71	9	65,132	16	19,350	30	$ 18,594
72	52	23,360	54	7,750	2	25,830
73	37	36,453	45	10,034	13	21,713
74	57	20,084	58	6,705	10	21,996
75	48	29,315	52	8,866	16	21,229
76	70	11,068	61	5,502	17	$ 21,145
77	16	58,561	8	29,302	52	13,822

SOURCE: U.S. Census - 1980.

SIZE AND INCOME OF THE 275 SUBURBAN PLACES WITHIN THE CHICAGO SMSA

Showing population, number of households, and median household income . . . with towns ranked, in descending order, for each measure.

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
Addison	32	29,759	32	9,655	130	$ 24,957
Algonquin	148	5,834	159	1,853	88	27,234
Alsip	68	17,134	68	6,036	151	23,212
Antioch	170	4,419	169	1,514	204	20,843
Arbury Hills (C)	223	1,667	233	418		d.n.a.
Arlington Hts.	5	66,116	9	22,180	56	$ 30,205
Aurora	1	81,293	2	27,668	216	20,193
Bannockburn	237	1,316	261	180	2	60,335
Barrington	126	9,029	126	3,162	45	31,816
Barrington Hills	189	3,631	193	1,090	9	51,030
Bartlett	92	13,254	99	4,217	89	$ 27,150
Batavia	98	12,574	92	4,380	152	23,133
Bedford Park	249	988	245	329	147	23,704
Beecher	215	2,024	213	721	192	21,532
Bellwood	59	19,811	62	6,463	163	22,963
Bensenville	76	16,124	69	5,854	153	$ 23,102
Berkeley	154	5,467	157	1,882	105	26,124
Berwyn	14	46,849	11	19,831	244	17,992
Bloomingdale	97	12,659	104	3,977	65	28,891
Blue Island	56	21,855	40	8,506	254	16,974
Bolingbrook	24	37,261	25	10,969	94	$ 26,567
Braidwood	192	3,429	194	1,089	172	22,375
Bridgeview	86	14,155	86	4,658	179	22,041
Broadview	129	8,618	122	3,292	182	21,970
Brookfield	61	19,395	54	7,299	161	22,992
Buffalo Grove	55	22,230	56	7,001	53	$ 30,417
Bull Valley	263	509	265	149	32	36,680
Burbank	36	28,462	39	8,562	125	25,054
Burlington	265	442	264	155	245	17,917
Burnham	182	4,030	179	1,343	146	23,786
Burr Ridge	184	3,833	185	1,198	26	$ 37,798
Calumet City	19	39,697	15	15,655	189	21,654
Calumet Park	128	8,788	129	3,053	210	20,569
Carol Stream	78	15,472	70	5,835	195	21,353
Carpentersville	48	23,272	60	6,863	154	23,075
Cary	141	6,640	141	2,270	104	$ 26,175
Channahon	187	3,734	194	1,089	85	27,256
Channel Lake (C)	226	1,613	223	556		d.n.a.
Chicago Hts.	25	37,026	23	11,980	233	18,585
Chicago Ridge	90	13,473	83	4,973	218	20,039
Cicero	7	61,232	4	24,212	255	$ 16,730
Clarendon Hills	137	6,870	138	2,489	52	30,440
Country Club Hills	83	14,676	100	4,204	87	27,239
Countryside	142	6,538	133	2,806	191	21,580
Crest Hill	122	9,252	115	3,560	232	18,772

SIZE AND INCOME OF 275 SUBURBS (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Amount
Crestwood	111	10,852	110	3,796	173	$ 22,324
Crete	157	5,417	160	1,815	81	27,599
Crystal Lake	62	18,590	64	6,191	109	26,021
Darien	84	14,536	88	4,475	47	31,415
Deer Park	233	1,368	235	407	20	40,549
Deerfield	67	17,430	79	5,360	23	$ 39,076
Des Plaines	11	53,568	13	18,779	117	25,470
Dixmoor	175	4,175	171	1,454	257	15,893
Dolton	43	24,766	44	8,287	115	25,506
Downers Grove	17	42,572	16	15,282	73	27,923
E. Chicago Hts.	158	5,347	187	1,178	262	$ 10,727
East Dundee	204	2,618	202	912	136	24,579
East Hazelcrest	235	1,362	228	484	180	22,000
Elburn	240	1,224	234	417	178	22,072
Elgin	6	63,798	6	23,463	223	19,747
Elk Grove Vlg.	34	28,907	35	9,363	71	$ 28,210
Elmhurst	15	44,276	17	14,722	79	27,613
Elmwood Park	44	24,016	34	9,429	196	21,335
Elwood	252	814	252	289	158	23,047
Evanston	3	73,706	1	27,907	188	21,715
Evergreen Park	54	22,260	51	7,567	149	$ 23,501
Flossmoor	130	8,423	135	2,693	19	43,114
Forest Lake (C)	244	1,148	239	394	d.n.a.	
Forest Park	81	15,177	50	7,569	243	17,995
Forest View	255	764	253	271	116	25,500
Fox Lake	138	6,831	132	2,846	256	$ 16,474
Fox Lake Hills (C)	210	2,199	216	665	d.n.a.	
Fox River Grove	205	2,515	200	932	197	21,267
Fox River Vly. Grdns.	262	520	262	171	112	25,682
Frankfort	172	4,357	182	1,256	61	$ 29,309
Franklin Park	65	17,507	67	6,126	165	22,888
Gages Lake (C)	185	3,814	189	1,170	d.n.a.	
Geneva	118	9,881	116	3,545	78	27,616
Gilberts	266	405	267	125	64	29,028
Glen Ellyn	46	23,649	41	8,444	60	$ 29,420
Glencoe	124	9,200	127	3,092	8	51,354
Glendale Hts.	51	23,163	53	7,411	114	25,581
Glenview	28	32,060	26	10,670	43	33,078
Glenwood	113	10,538	118	3,378	68	28,415
Godley	267	373	269	104	157	$ 23,068
Golf	264	482	263	157	18	44,731
Grass Lake (C)	211	2,191	211	752	d.n.a.	
Grayslake	160	5,260	155	1,908	181	21,971
Green Oaks	232	1,415	237	398	23	39,076
Gurnee	135	7,179	136	2,670	70	$ 28,371
Hainesville	272	187	273	49	139	24,375
Hampshire	221	1,735	219	584	206	20,802
Hanover Park	35	28,850	38	8,726	99	26,328
Harvard	162	5,126	153	1,930	247	17,871

SIZE AND INCOME OF 275 SUBURBS (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
Harvey	26	35,810	24	10,978	240	$ 18,033
Harwood Hts.	132	8,228	119	3,343	212	20,388
Hawthorn Woods	224	1,658	229	482	21	40,197
Hazel Crest	87	13,973	90	4,454	101	26,272
Hebron	254	786	251	293	249	17,798
Hickory Hills	88	13,778	89	4,468	120	$ 25,380
Highland Park	30	30,611	30	10,223	25	38,542
Highwood	155	5,452	148	1,979	239	18,079
Hillside	131	8,279	128	3,072	145	24,131
Hinsdale	71	16,726	72	5,748	35	35,394
Hodgkins	217	2,005	205	875	259	$ 15,810
Hoffman Estates	23	37,272	22	12,218	76	27,685
Holiday Hills	253	802	256	228	140	24,330
Hometown	159	5,324	152	1,938	226	19,411
Homewood	60	19,724	55	7,149	84	27,305
Huntley	225	1,646	222	563	131	$ 24,850
Indian Creek	270	236	271	68	44	33,055
Indian Head Pk.	196	2,915	190	1,168	36	35,168
Ingleside (C)	222	1,676	220	572	d.n.a.	
Inverness	180	4,046	191	1,152	5	52,530
Island Lake	207	2,293	209	771	177	$ 22,101
Itasca	136	7,129	139	2,337	86	27,247
Joliet	2	77,956	3	27,272	230	18,966
Justice	112	10,552	108	3,884	199	21,228
Kenilworth	202	2,708	207	822	1	64,150
Kildeer	227	1,609	231	442	6	$ 52,126
La Grange	79	15,445	78	5,507	80	27,609
La Grange Park	91	13,359	81	5,171	119	25,418
Lake Barrington	206	2,320	206	869	15	46,712
Lake Bluff	167	4,434	170	1,511	27	37,789
Lake Catherine (C)	236	1,335	227	494	d.n.a.	
Lake Forest	80	15,245	84	4,821	17	$ 44,767
Lake-in-the-Hills	152	5,651	163	1,669	118	25,427
Lake Villa	230	1,462	225	497	203	20,967
Lake Zurich	133	8,225	137	2,592	66	28,809
Lakemoor	257	723	254	252	248	$ 17,829
Lakewood	239	1,254	241	384	28	37,637
Lansing	33	29,039	28	10,371	144	24,139
Lemont	153	5,640	151	1,948	198	21,266
Libertyville	74	16,520	80	5,307	46	31,815
Lincolnshire	176	4,151	186	1,185	4	$ 54,147
Lincolnwood	102	11,921	102	4,094	34	36,463
Lindenhurst	144	6,220	161	1,749	63	29,029
Lisle	89	13,625	82	5,090	106	26,123
Lockport	125	9,170	120	3,338	170	22,718
Lombard	22	37,295	21	12,981	110	$ 25,911
Long Grove	216	2,013	224	534	14	46,713
Long Lake (C)	209	2,201	212	733	d.n.a.	
Lynwood	174	4,195	177	1,374	134	24,662
Lyons	117	9,925	106	3,965	215	20,216

SIZE AND INCOME OF 275 SUBURBS (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
Manhattan	219	1,944	215	670	159	$ 23,038
Maple Park	259	637	257	216	250	17,692
Marengo	171	4,361	164	1,631	235	18,527
Markham	82	15,172	105	3,971	150	23,265
Matteson	115	10,223	125	3,203	77	27,667
Maywood	38	27,998	42	8,357	228	$ 19,199
McCook	269	303	266	135	220	20,000
McCullom Lake	250	947	248	318	246	17,875
McHenry	109	10,908	107	3,929	190	21,601
McHenry Shores	247	1,041	249	317	124	25,060
Melrose Park	57	20,735	45	7,982	231	$ 18,903
Merrionette Park	213	2,054	199	935	252	17,222
Mettawa	268	330	268	108	33	36,542
Midlothian	85	14,274	87	4,554	174	22,283
Minooka	228	1,565	226	495	91	27,073
Mokena	166	4,578	168	1,522	184	$ 21,842
Monee	248	993	242	371	207	20,673
Montgomery	193	3,369	183	1,240	184	21,842
Morton Grove	45	23,747	46	7,949	57	29,952
Mount Prospect	13	52,634	14	18,769	90	27,093
Mundelein	69	17,053	77	5,519	135	$ 24,610
Naperville	18	42,330	20	13,043	40	34,147
New Lenox	150	5,792	154	1,925	111	25,896
Niles	31	30,363	29	10,232	121	25,244
Norridge	75	16,483	74	5,668	141	24,325
North Aurora	161	5,205	156	1,897	175	$ 22,240
North Barrington	229	1,475	230	460	12	49,908
North Chicago	20	38,774	57	6,999	258	15,853
North Riverside	139	6,764	130	2,906	217	20,076
Northbrook	29	30,778	33	9,552	22	39,926
Northfield	149	5,807	146	2,033	38	$ 34,446
Northlake	101	12,166	98	4,227	176	22,233
Oak Brook	140	6,641	149	1,970	3	55,667
Oak Forest	41	26,096	49	7,708	93	26,812
Oak Lawn	8	60,590	10	20,725	142	24,202
Oak Park	10	54,887	7	22,511	208	$ 20,601
Oakbrook Terrace	208	2,285	192	1,124	168	22,785
Oakwood Hills	238	1,255	236	401	126	25,049
Old Mill Creek	275	84	275	30	113	25,625
Olympia Fields	178	4,146	184	1,218	7	51,360
Orland Park	52	23,045	58	6,963	59	$ 29,558
Palatine	27	32,166	27	10,628	54	30,396
Palos Heights	108	11,096	123	3,242	37	34,462
Palos Hills	73	16,654	75	5,607	96	26,476
Palos Park	194	3,150	198	990	39	34,426
Park City	188	3,673	165	1,626	237	$ 18,145
Park Forest	39	26,222	37	8,985	155	23,072
Park Forest So.	143	6,245	144	2,062	156	23,069
Park Ridge	21	38,704	19	13,275	49	31,056
Peotone	198	2,832	196	1,009	200	21,204

SIZE AND INCOME OF 275 SUBURBS (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
Phoenix	197	2,850	204	904	261	$ 13,445
Pingree Grove	273	183	272	63	220	20,000
Pistakee Highlands (C)	190	3,623	188	1,173		d.n.a.
Plainfield	186	3,767	178	1,347	162	22,983
Posen	165	4,642	167	1,548	194	21,508
Prairie Grove	258	680	259	199	48	$ 31,408
Prospect Hts.	103	11,808	85	4,679	166	22,841
Richmond	246	1,068	240	388	213	20,333
Richton Park	120	9,403	121	3,314	143	24,194
River Forest	100	12,392	103	4,050	51	30,561
River Grove	114	10,368	95	4,254	225	$ 19,599
Riverdale	93	13,233	76	5,606	219	20,028
Riverside	123	9,236	117	3,535	67	28,566
Riverwoods	200	2,804	208	810	11	50,000
Robbins	127	8,853	140	2,310	260	14,826
Rockdale	220	1,913	214	713	238	$ 18,136
Rolling Meadows	58	20,167	59	6,905	127	25,045
Romeoville	77	15,519	109	3,838	122	25,226
Roselle	70	16,948	71	5,792	69	28,414
Rosemont	179	4,137	147	1,983	236	18,465
Round Lake	203	2,644	203	911	251	$ 17,259
Round Lake Beach	94	12,921	113	3,612	164	22,928
Round Lake Hts.	241	1,192	243	353	202	21,087
Round Lake Pk.	181	4,032	180	1,285	214	20,279
St. Charles	66	17,492	66	6,165	138	24,510
Sauk Village	110	10,906	131	2,847	132	$ 24,827
Schaumburg	12	53,305	12	19,488	100	26,273
Schiller Park	106	11,458	96	4,244	186	21,787
Shorewood	164	4,714	173	1,408	55	30,253
Skokie	9	60,278	8	22,314	83	27,402
Sleepy Hollow	218	2,000	218	604	29	$ 37,609
South Barrington	243	1,168	250	307	10	50,165
South Chicago Hts.	183	3,932	172	1,435	253	17,096
South Elgin	145	6,218	158	1,859	169	22,728
South Holland	42	24,977	52	7,506	62	29,214
Spring Grove	261	571	260	183	92	$ 26,923
Steger	121	9,269	124	3,235	241	18,011
Stickney	147	5,893	142	2,185	183	21,849
Stone Park	173	4,273	176	1,376	224	19,617
Streamwood	47	23,456	63	6,445	98	26,427
Sugar Grove	234	1,366	238	395	74	$ 27,844
Summit	116	10,110	114	3,568	242	18,007
Sunnyside	231	1,432	232	423	137	24,512
Symerton	274	120	274	35	205	20,833
Third Lake	271	222	270	75	102	26,250
Thornton	195	3,022	197	1,006	107	$ 26,085
Tinley Park	40	26,171	43	8,314	128	25,023
Tower Lakes	242	1,177	244	342	16	45,407
Union	260	622	258	203	227	19,271
Valley View	212	2,112	220	572	171	22,567

SIZE AND INCOME OF 275 SUBURBS (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
Venetian Village (C)	199	2,817	201	930	d.n.a.	
Vernon Hills	119	9,827	111	3,667	97	$ 26,432
Villa Park	50	23,185	47	7,900	129	24,962
Wadsworth	245	1,104	246	324	58	29,671
Warrenville	134	7,519	134	2,721	95	26,563
Wauconda	151	5,688	150	1,957	193	$ 21,523
Waukegan	4	67,653	5	24,134	229	19,091
Wayne	251	940	247	322	30	37,333
West Chicago	99	12,550	101	4,099	211	20,466
West Dundee	191	3,551	175	1,381	222	19,803
Westchester	64	17,730	65	6,170	75	$ 27,843
Western Springs	95	12,876	93	4,281	41	34,122
Westhaven	201	2,784	210	767	123	25,072
Westmont	72	16,718	61	6,703	167	22,824
Wheaton	16	43,043	18	14,379	72	27,996
Wheeling	49	23,266	36	9,038	148	$ 23,505
Wildwood (C)	214	2,034	217	626	d.n.a.	
Willow Springs	177	4,147	174	1,405	108	26,055
Willowbrook	163	4,953	145	2,047	50	30,648
Wilmette	37	28,229	31	9,725	31	37,014
Wilmington	168	4,424	166	1,576	201	$ 21,133
Winfield	169	4,422	181	1,263	42	33,816
Winnetka	96	12,772	94	4,260	13	49,053
Winthrop Harbor	156	5,438	162	1,733	133	24,743
Wonder Lake (C)	146	5,917	143	2,081	d.n.a.	
Wonder Lake (Inc.)	256	752	255	251	160	$ 23,029
Wood Dale	107	11,251	112	3,656	82	27,473
Woodridge	53	22,322	48	7,823	103	26,248
Woodstock	104	11,725	91	4,420	234	18,556
Worth	105	11,592	97	4,230	187	21,778
Zion	63	17,861	73	5,696	209	$ 20,593

(Inc.) - Incorporated
(C) - Census Designated Place
d.n.a. - data not available

SOURCE: U.S. Census - 1980.

PROJECTED POPULATION AND HOUSEHOLDS OF THE 275 SUBURBAN PLACES WITHIN THE CHICAGO SMSA

- 2000 -

Showing population and number of households ... with towns ranked in descending order, for each measure.

Municipality	Rank	Population	Rank	Number of Households
Addison	31	39,100	38	12,750
Algonquin	93	17,700	101	6,200
Alsip	77	20,400	60	9,620
Antioch	142	10,000	142	3,760
Arbury Hills (C)	d.n.a.		d.n.a.	
Arlington Heights	7	81,700	7	30,340
Aurora	1	148,800	1	53,100
Bannockburn	229	1,800	246	300
Barrington	116	14,200	120	5,180
Barrington Hills	189	5,000	191	1,820
Bartlett	75	21,230	92	6,620
Batavia	88	18,800	87	7,220
Bedford Park	251	500	251	210
Beecher	216	2,800	209	1,190
Bellwood	102	15,700	90	6,860
Bensenville	85	19,000	92	6,620
Berkeley	189	5,000	182	2,170
Berwyn	21	49,000	15	21,120
Bloomingdale	37	34,740	51	10,600
Blue Island	90	18,700	63	9,030
Bolingbrook	19	52,150	21	17,900
Braidwood	185	5,300	189	1,920
Bridgeview	96	16,800	86	7,370
Broadview	164	7,800	152	3,380
Brookfield	94	17,600	82	7,600
Buffalo Grove	25	42,300	27	14,990
Bull Valley	241	1,000	242	350
Burbank	65	24,000	62	9,200
Burlington	255	400	254	150
Burnham	204	3,700	200	1,440
Burr Ridge	165	7,590	171	2,550
Calumet City	33	37,700	24	16,320
Calumet Park	145	9,700	151	3,450
Carol Stream	41	33,450	42	12,200
Carpentersville	40	34,100	49	10,960
Cary	95	17,500	105	6,020
Channahon	152	9,100	159	2,970
Channel Lake (C)	d.n.a.		d.n.a.	
Chicago Heights	34	37,200	31	14,400
Chicago Ridge	99	16,000	104	6,050
Cicero	12	56,800	10	24,360
Clarendon Hills	162	8,050	161	2,910
Country Club Hills	72	21,600	98	6,340
Countryside	174	6,600	153	3,210
Crest Hill	123	13,000	110	5,710

PROJECTED POPULATION AND HOUSEHOLDS
OF 275 SUBURBS - 2000 - (Continued)

Municipality	Rank	Population	Rank	Number of Households
Crestwood	106	15,200	95	6,550
Crete	136	10,600	135	4,170
Crystal Lake	28	40,800	35	14,010
Darien	56	27,420	55	10,090
Deer Park	229	1,800	223	770
Deerfield	85	19,000	108	5,830
Des Plaines	13	56,700	16	21,000
Dixmoor	202	3,900	197	1,620
Dolton	80	19,900	69	8,580
Downers Grove	15	56,300	17	19,880
East Chicago Hts.	181	5,900	193	1,670
East Dundee	183	5,600	186	2,040
East Hazelcrest	231	1,700	228	620
Elburn	205	3,500	203	1,360
Elgin	3	96,000	2	39,040
Elk Grove Village	24	44,500	28	14,980
Elmhurst	22	48,370	25	15,980
Elmwood Park	74	21,400	54	10,190
Elwood	241	1,000	240	360
Evanston	8	72,100	8	28,500
Evergreen Park	76	20,900	68	8,710
Flossmoor	129	12,000	132	4,390
Forest Lake (C)	d.n.a.		d.n.a.	
Forest Park	104	15,600	83	7,480
Forest View	248	800	245	310
Fox Lake	132	11,100	124	4,660
Fox Lake Hills (C)	d.n.a.		d.n.a.	
Fox River Grove	179	6,000	184	2,080
Fox Rvr Vly Grdns	241	1,000	240	360
Frankfort	144	9,800	155	3,160
Franklin Park	108	14,900	97	6,450
Gages Lake (C)	d.n.a.		d.n.a.	
Geneva	99	16,000	115	5,330
Gilberts	245	900	242	350
Glen Ellyn	42	33,100	44	11,890
Glencoe	140	10,300	134	4,210
Glendale Heights	45	32,470	43	12,070
Glenview	20	50,000	18	19,200
Glenwood	70	22,000	66	8,800
Godley	256	300	257	110
Golf	251	500	253	170
Grass Lake (C)	d.n.a.		d.n.a.	
Grayslake	106	15,200	107	5,950
Green Oaks	222	2,300	226	670
Gurnee	78	20,000	78	8,130
Hainesville	258	200	260	60
Hampshire	209	3,300	210	1,050
Hanover Park	38	34,600	37	13,040
Harvard	151	9,300	154	3,180
Harvey	36	35,600	46	11,480

PROJECTED POPULATION AND HOUSEHOLDS
OF 275 SUBURBS - 2000 - (Continued)

Municipality	Rank	Population	Rank	Number of Households
Harwood Heights	150	9,400	144	3,730
Hawthorn Woods	212	3,000	217	970
Hazel Crest	'67	23,000	73	8,360
Hebron	239	1,100	239	370
Hickory Hills	108	14,900	113	5,520
Highland Park	38	34,600	40	12,570
Highwood	184	5,500	181	2,200
Hillside	158	8,500	148	3,530
Hinsdale	81	19,610	88	7,010
Hodgkins	212	3,000	205	1,300
Hoffman Estates	11	58,100	14	22,600
Holiday Hills	245	900	246	300
Hometown	192	4,600	188	1,970
Homewood	68	22,200	59	9,650
Huntley	220	2,400	220	820
Indian Creek	251	500	256	140
Indian Head Park	203	3,800	195	1,650
Ingleside (C)	d.n.a.		d.n.a.	
Inverness	191	4,800	198	1,600
Island Lake	168	7,200	174	2,450
Itasca	127	12,650	140	3,970
Joliet	4	89,900	5	33,270
Justice	111	14,700	91	6,840
Kenilworth	210	3,100	218	930
Kildeer	227	1,900	225	740
La Grange	111	14,700	103	6,120
La Grange Park	125	12,800	113	5,520
Lake Barrington	194	4,500	202	1,370
Lake Bluff	155	8,600	163	2,880
Lake Catherine (C)	d.n.a.		d.n.a.	
Lake Forest	69	22,100	81	7,800
Lake-in-the-Hills	160	8,300	165	2,850
Lake Villa	187	5,200	184	2,080
Lake Zurich	99	16,000	110	5,710
Lakemoor	241	1,000	242	350
Lakewood	234	1,500	233	510
Lansing	49	30,800	36	13,300
Lemont	168	7,200	156	3,140
Libertyville	51	29,100	58	9,760
Lincolnshire	139	10,500	150	3,470
Lincolnwood	133	10,900	136	4,140
Lindenhurst	148	9,500	166	2,840
Lisle	48	31,420	33	14,240
Lockport	91	18,600	100	6,210
Lombard	18	52,180	20	18,120
Long Grove	218	2,500	222	800
Long Lake (C)	d.n.a.		d.n.a.	
Lynwood	194	4,500	190	1,880
Lyons	143	9,900	133	4,300
Manhattan	217	2,600	216	990

PROJECTED POPULATION AND HOUSEHOLDS
OF 275 SUBURBS - 2000 - (Continued)

Municipality	Rank	Population	Rank	Number of Households
Maple Park	248	800	249	280
Marengo	175	6,500	179	2,220
Markham	118	13,800	129	4,540
Matteson	78	20,000	80	8,100
Maywood	57	26,900	56	9,960
McCook	256	300	254	150
McCullom Lake	231	1,700	230	600
McHenry	59	26,000	64	8,920
McHenry Shores	212	3,000	214	1,020
Melrose Park	82	19,500	71	8,430
Merrionette Park	223	2,200	215	1,000
Mettawa	251	500	252	180
Midlothian	110	14,800	116	5,310
Minooka	237	1,280	234	500
Mokena	130	11,500	139	4,050
Monee	225	2,000	224	750
Montgomery	178	6,100	176	2,280
Morton Grove	62	25,000	57	9,940
Mount Prospect	10	61,300	9	25,790
Mundelein	64	24,500	65	8,880
Naperville	2	100,200	6	32,720
New Lenox	122	13,200	125	4,640
Niles	43	33,000	34	14,140
Norridge	114	14,300	106	6,000
North Aurora	154	8,700	149	3,520
North Barrington	223	2,200	228	620
North Chicago	30	40,000	72	8,370
North Riverside	170	7,100	157	3,120
Northbrook	32	38,800	32	14,310
Northfield	147	9,600	147	3,550
Northlake	131	11,300	131	4,460
Oak Brook	140	10,300	158	3,080
Oak Forest	52	29,000	48	10,990
Oak Lawn	17	56,000	12	23,530
Oak Park	16	56,200	11	24,040
Oakbrook Terrace	166	7,500	146	3,690
Oakwood Hills	231	1,700	232	590
Old Mill Creek	258	200	258	70
Olympia Fields	167	7,300	187	2,000
Orland Park	27	41,000	26	15,650
Palatine	23	44,600	22	17,410
Palos Heights	119	13,700	122	4,690
Palos Hills	82	19,500	84	7,460
Palos Park	210	3,100	211	1,040
Park City	185	5,300	175	2,330
Park Forest	54	28,400	47	11,170
Park Forest South	88	18,800	89	6,880
Park Ridge	26	41,200	29	14,870
Peotone	205	3,500	201	1,390
Phoenix	212	3,000	213	1,030

PROJECTED POPULATION AND HOUSEHOLDS
OF 275 SUBURBS - 2000 - (Continued)

Municipality	Rank	Population	Rank	Number of Households
Pingree Grove	258	200	258	70
Pistakee Highlands (C)	d.n.a.		d.n.a.	
Plainfield	102	15,700	102	6,180
Posen	182	5,700	178	2,260
Prairie Grove	238	1,200	237	400
Prospect Heights	117	14,000	99	6,240
Richmond	175	6,500	179	2,220
Richton Park	97	16,600	96	6,480
River Forest	121	13,300	126	4,630
River Grove	135	10,800	123	4,680
Riverdale	124	12,900	112	5,580
Riverside	155	8,600	145	3,720
Riverwoods	200	4,000	207	1,280
Robbins	161	8,200	159	2,970
Rockdale	218	2,500	219	920
Rolling Meadows	73	21,500	61	9,310
Romeoville	70	22,000	94	6,560
Roselle	66	23,530	73	8,360
Rosemont	192	4,600	183	2,160
Round Lake	177	6,200	169	2,620
Round Lake Beach	98	16,100	119	5,190
Round Lake Heights	208	3,400	211	1,040
Round Lake Park	163	7,900	169	2,620
St. Charles	46	32,200	41	12,280
Sauk Village	104	15,600	121	4,700
Schaumburg	6	83,200	3	38,160
Schiller Park	136	10,600	127	4,600
Shorewood	155	8,600	162	2,890
Skokie	9	61,500	13	23,300
Sleepy Hollow	197	4,300	205	1,300
South Barrington	225	2,000	230	600
South Chicago Hts.	200	4,000	192	1,700
South Elgin	136	10,600	143	3,750
South Holland	58	26,700	70	8,500
Spring Grove	239	1,100	238	390
Steger	133	10,900	128	4,570
Stickney	173	6,800	176	2,280
Stone Park	196	4,400	204	1,340
Streamwood	47	32,000	50	10,740
Sugar Grove	187	5,200	193	1,670
Summit	148	9,500	141	3,780
Sunnyside	205	3,500	208	1,200
Symerton	258	200	260	60
Third Lake	245	900	246	300
Thornton	198	4,200	196	1,640
Tinley Park	29	40,700	30	14,650
Tower Lakes	234	1,500	234	500
Union	250	700	250	250
Valley View	d.n.a.		d.n.a.	
Venetian Village (C)	d.n.a.		d.n.a.	

PROJECTED POPULATION AND HOUSEHOLDS
OF 275 SUBURBS - 2000 - (Continued)

Municipality	Rank	Population	Rank	Number of Households
Vernon Hills	85	19,000	77	8,260
Villa Park	63	24,520	75	8,320
Wadsworth	234	1,500	236	470
Warrenville	115	14,220	117	5,280
Wauconda	170	7,100	164	2,870
Waukegan	5	88,500	4	36,940
Wayne	221	2,380	221	810
West Chicago	44	32,860	52	10,470
West Dundee	158	8,500	167	2,830
Westchester	92	18,500	78	8,130
Western Springs	125	12,800	130	4,500
Westhaven	153	9,000	168	2,800
Westmont	55	28,000	38	12,750
Wheaton	14	56,400	19	18,940
Wheeling	35	37,000	23	16,520
Wildwood (C)	d.n.a.		d.n.a.	
Willow Springs	199	4,100	199	1,550
Willowbrook	145	9,700	137	4,060
Wilmette	53	28,700	53	10,250
Wilmington	179	6,000	171	2,550
Winfield	120	13,500	137	4,060
Winnetka	113	14,500	109	5,770
Winthrop Harbor	172	7,000	173	2,500
Wonder Lake (C)	d.n.a.		d.n.a.	
Wonder Lake (Inc.)	227	1,900	226	670
Wood Dale	84	19,150	84	7,460
Woodridge	50	29,290	45	11,790
Woodstock	60	25,700	67	8,750
Worth	128	12,200	118	5,260
Zion	61	25,100	76	8,310

(C) - Census Designated Place
(Inc.) - Incorporated
d.n.a. - data not available

SOURCE: Northeastern Illinois Planning Commission Estimates.

SIZE AND ESTIMATED INCOME OF THE 35 INCORPORATED PLACES WITHIN THE GARY-HAMMOND-EAST CHICAGO AND KENOSHA SMSA'S

Showing population, number of households, and median family income* ... with towns ranked in descending order, for each measure.

(Gary-Hammond-East Chicago)

Municipality	Rank	Population	Rank	Number of Households	Median Family Income Rank	Amount
Beverly Shores	28	864	26	374	d.n.a.	
Burns Harbor	27	920	28	313	d.n.a.	
Cedar Lake	15	8,754	15	2,841	14	$ 18,290
Chesterton	16	8,531	14	3,002	12	18,820
Crown Point	11	16,455	11	5,398	4	21,830
Dune Acres	30	291	30	105	d.n.a.	
Dyer	14	9,555	16	2,840	3	$ 22,560
East Chicago	3	39,786	3	13,687	18	15,440
Gary	1	151,953	1	49,445	17	15,740
Griffith	10	17,026	10	6,004	11	18,890
Hammond	2	93,714	2	34,280	15	$ 18,000
Hebron	23	2,696	23	927	d.n.a.	
Highland	6	25,935	6	8,514	9	19,400
Hobart	7	22,987	7	7,917	5	21,740
Kouts	24	1,619	25	540	d.n.a.	
Lake Station	12	14,294	13	4,568	16	$ 17,640
Lowell	18	5,827	18	1,845	10	19,220
Merrillville	4	27,677	5	9,135	d.n.a.	
Munster	9	20,671	9	6,759	1	25,220
New Chicago	21	3,284	20	1,138	d.n.a.	
Ogden Dunes	25	1,489	24	551	d.n.a.	
Portage	5	27,409	4	9,151	6	$ 19,930
Porter	22	2,988	22	1,030	7	19,690
St. John	20	3,974	21	1,132	d.n.a.	
Schererville	13	13,209	12	4,757	2	24,410
Schneider	29	364	29	117	d.n.a.	
South Haven (C)	17	6,679	19	1,832	d.n.a.	
Town of Pines	26	962	27	339	d.n.a.	
Valparaiso	8	22,247	8	7,486	8	$ 19,650
Whiting	19	5,630	17	2,215	13	18,540

(Kenosha)

Municipality	Rank	Population	Rank	Number of Households	Median Household Income* Rank	Amount
Camp Lake (C)	4	2,060	3	752	d.n.a.	
Kenosha	1	77,685	1	27,964	1	$ 19,465
Paddock Lake	3	2,207	4	718	4	15,227
Silver Lake	5	1,598	5	569	2	18,344
Twin Lakes	2	3,474	2	1,228	3	16,379

(C) - Census Designated Place
d.n.a. - data not available
* Median Household Income Applicable in Kenosha SMSA

SOURCES: Population & Households - U.S. Census - 1980;
Median Family Income - Pierre de Vise, College of Urban Sciences, University of Illinois - Chicago Circle (1977);
- Wisconsin Department of Revenue (1979).

POPULATION AND HOUSEHOLDS OF THE
109 PLACES WITHIN THE CHICAGO ADI - ILLINOIS
NON CHICAGO SCSA PORTION

Municipality	Rank	Population	Rank	Number of Households
Aroma Park	64	673	68	222
Ashkum	59	735	56	277
Beaverville	82	377	80	144
Bonfield	93	294	94	97
Boulder Hill (C)	10	9,333	12	2,886
Bourbonnais	5	13,280	8	3,900
Braceville	60	721	65	236
Bradley	7	11,008	7	3,939
Buckingham	87	330	95	92
Buckley	69	604	62	253
Cabery	88	327	86	125
Campus	101	224	100	77
Carbon Hill	81	406	84	126
Cedar Point	85	344	82	133
Chatsworth	42	1,187	34	504
Chebanse	41	1,191	44	402
Cissna Park	54	825	50	354
Clifton	33	1,390	35	493
Coal City	25	3,028	25	1,155
Cornell	70	603	69	218
Cortland	48	1,019	46	378
Crescent City	66	641	63	247
Cullom	68	608	64	243
Dalzell	55	824	59	268
Dana	98	243	99	86
Danforth	73	554	71	204
DeKalb	1	33,099	2	9,617
Diamond	43	1,170	43	404
Donovan	91	301	83	127
Dwight	18	4,146	18	1,505
Earlville	34	1,382	32	538
East Brooklyn	108	84	107	35
Eileen	72	569	73	203
Emington	106	119	106	46
Essex	77	463	77	160
Fairbury	20	3,544	20	1,373
Flanagan	50	978	48	374
Forrest	38	1,246	37	481
Gardner	36	1,322	36	484
Genoa	23	3,276	24	1,161
Gilman	29	1,913	28	726
Grand Ridge	63	684	67	231
Grant Park	47	1,038	47	376
Herscher	40	1,214	42	428
Hinckley	31	1,447	33	520

POPULATION AND HOUSEHOLDS OF THE
109 CHICAGO ADI - ILLINOIS
NON CHICAGO SCSA PORTION (Continued)

Municipality	Rank	Population	Rank	Number of Households
Iroquois	100	227	98	88
Irwin	107	112	108	33
Kangley	94	280	92	101
Kankakee	2	30,141	1	10,959
Kingston	67	618	70	210
Kinsman	104	153	104	53
Kirkland	44	1,155	41	433
LaSalle	9	10,347	5	4,173
Lee	90	304	90	108
Leland	57	775	55	292
Leonore	102	196	102	68
Lisbon	96	259	95	92
Loda	76	486	75	187
Long Point	89	313	89	111
Lostant	74	539	74	195
Malta	49	995	52	342
Manteno	24	3,155	21	1,257
Marseilles	17	4,766	16	1,797
Martinton	84	363	87	124
Mazon	53	828	54	302
Mendota	13	7,134	13	2,643
Milford	30	1,716	30	670
Millington	80	439	80	144
Momence	22	3,297	22	1,240
Morris	12	8,833	11	3,475
Naplate	71	581	66	235
Newark	56	798	57	273
North Utica	46	1,067	45	389
Odell	45	1,083	49	366
Oglesby	19	3,979	19	1,487
Onarga	37	1,269	37	481
Oswego	26	3,021	26	1,022
Ottawa	3	18,166	3	7,008
Papineau	103	179	103	66
Pembroke	64	673	71	204
Peru	8	10,886	6	4,113
Plano	16	4,875	17	1,647
Pontiac	6	11,227	9	3,610
Ransom	79	456	79	156
Reddick	98	243	97	91
Rutland	75	487	77	160
St. Anne	32	1,421	31	554
Sandwich	15	5,244	15	1,871
Saunemin	77	463	76	173
Seneca	28	2,098	29	699
Shabbona	52	851	53	305
Sheldon	39	1,215	40	465
Sheridan	61	719	61	263
Somonauk	35	1,344	39	474
South Streator (C)	27	2,334	27	796

POPULATION AND HOUSEHOLDS OF THE
109 CHICAGO ADI - ILLINOIS
NON CHICAGO SCSA PORTION (Continued)

Municipality	Rank	Population	Rank	Number of Households
South Wilmington	58	747	58	270
Strawn	105	143	104	53
Streator	4	14,791	4	5,661
Sycamore	11	9,219	10	3,517
Thawville	95	275	91	102
Tonica	62	695	60	265
Troy Grove	92	297	93	99
Union Hill	109	82	109	27
Verona	97	251	101	76
Waterman	51	943	51	349
Watseka	14	5,543	14	2,168
Wellington	83	370	87	124
Woodland	86	333	84	126
Yorkville	21	3,422	23	1,215

(C) - Census Designated Place

SOURCE: U.S. Census - 1980.

POPULATION AND HOUSEHOLDS OF THE
23 PLACES WITHIN THE CHICAGO ADI - INDIANA
NON CHICAGO SCSA PORTION

Municipality	Rank	Population	Rank	Number of Households
Brook	16	926	15	369
Collegeville (C)	15	1,059	22	78
De Motte	6	2,559	5	855
Goodland	14	1,200	14	443
Hudson Lake (C)	12	1,347	12	492
Kentland	8	1,936	7	757
Kingsbury	21	329	20	105
Kingsford Heights	10	1,618	13	490
La Crosse	19	713	18	252
La Porte	2	21,796	2	8,578
Long Beach	7	2,262	6	799
Michiana Shores	20	464	19	185
Michigan City	1	36,850	1	12,697
Morocco	11	1,348	10	528
Mt. Ayr	23	207	23	66
Pine Lake (C)	9	1,676	9	574
Pottawattomie Park	22	284	21	103
Remington	13	1,268	11	503
Rensselaer	3	4,944	3	1,893
Trail Creek	5	2,581	4	868
Wanatah	17	879	16	314
Westville	4	2,887	8	712
Wheatfield	18	755	17	265

(C) - Census Designated Place

SOURCE: U.S. Census - 1980.

ECONOMIC INDICATORS

CHICAGO STANDARD METROPOLITAN STATISTICAL AREA

Year	Marriages	Recorded Births	Deaths	New Car Sales*
1960	51,809	152,525	61,139	323,199
1961	52,129	152,394	60,868	276,988
1962	51,144	149,164	61,951	334,930
1963	54,825	146,007	63,612	358,171
1964	57,365	144,437	63,252	361,023
1965	58,627	136,180	64,509	448,056
1966	60,179	132,199	66,334	421,389
1967	61,593	128,616	65,557	395,695
1968	66,050	125,983	67,766	431,611
1969	68,756	127,555	65,960	437,222
1970	67,965	133,701	66,531	383,000
1971	68,079	126,530	65,063	471,204
1972	68,823	114,237	66,446	500,197
1973	70,198	108,174	66,285	532,236
1974	67,099	107,281	63,433	456,111
1975	65,056	107,290	60,795	385,403
1976	63,975	108,258	61,681	473,067
1977	63,110	112,105	60,804	514,913
1978	62,936	110,505	60,216	482,053
1979	64,668	117,167	60,291	443,696
1980	65,616	121,626	60,517	358,189
1981	65,942	118,665	59,962	330,311

(*) Chicago and Gary-Hammond-East Chicago SMSA's.

RESIDENTIAL BUILDING PERMITS*

	Number of Units			
Year	Single Family Homes	Apartments	Public Housing	Total
1960	26,113	12,388	5,372	43,873
1961	24,415	16,366	4,183	44,964
1962	22,037	19,748	1,017	42,802
1963	19,737	18,314	1,463	39,514
1964	18,866	17,520	1,100	37,486
1965	21,172	19,201	204	40,577
1966	18,395	19,042	1,117	38,554
1967	21,879	25,398	939	48,216
1968	23,679	33,020	1,505	58,204
1969	18,396	30,425	2,610	51,431
1970	14,470	23,386	346	38,202
1971	25,788	36,981	192	62,961
1972**	24,163	33,320	-	57,483
1973	19,564	23,391	-	42,955
1974	11,617	10,738	-	22,355
1975	14,938	8,626	-	23,564
1976	24,631	12,576	-	37,207
1977	32,787	17,154	-	49,941
1978	29,073	16,993	-	46,066
1979	13,437	13,734	-	27,171
1980	6,033	6,955	-	12,988
1981	4,802	4,848	-	9,650

(*) Chicago and Gary-Hammond-East Chicago SMSA's.
(**) Public Housing Included in Totals for Single Family and/or Apartments Since 1971.

SOURCES: Marriages, Births and Deaths . . . Dept. of Public Health, State of Illinois;
New Car Sales . . . Chicago Assn. of Commerce & Industry;
Building Permits . . . Bell Savings & Loan Assn.

METEOROLOGICAL DATA FOR A TYPICAL CHICAGO YEAR

Normals, Means and Extremes

(O'Hare International Airport*)

Months	TEMPERATURE				Daily Avg. Temp.	Avg. Wind Speed (M.P.H.)
	Highs		Lows			
	Avg.	Rec.	Avg.	Rec.		
January	31.1	61	14.7	-26	22.9	11.5
February	34.3	71	17.8	-17	26.1	11.6
March	44.6	87	26.7	- 8	35.7	11.9
April	59.4	91	38.2	7	48.8	12.1
May	69.7	93	47.0	24	58.4	10.6
June	79.1	97	57.0	36	68.1	9.1
July	83.1	102	60.7	40	71.9	8.1
August	82.3	96	59.9	41	71.1	8.1
September	75.4	99	52.0	28	63.7	8.7
October	65.5	91	42.0	17	53.8	9.8
November	48.3	78	30.1	1	39.2	10.9
December	35.0	67	19.2	-17	27.1	10.9
Total Year	59.0	102	38.8	-26	48.9	10.3

* Chicago's Official Weather Station Effective January 17, 1980

T - Trace (Less than 0.01 inch)

SOURCE: United States Department of Commerce: Local Climatological Data.

METEOROLOGICAL DATA FOR A TYPICAL CHICAGO YEAR

Normals, Means and Extremes

(O'Hare International Airport*)

PRECIPITATION		WEATHER CONDITIONS					
Water Equivalent (In.)	Snowfall (In.)	Clear Days	Partly Cloudy Days	Cloudy Days	Precip-itation Days	90° Days	Below 0 Days
1.70	10.7	7	6	18	11	0	7
1.30	8.1	6	6	16	10	0	3
2.52	7.2	5	9	17	13	0	0
3.38	1.7	6	8	16	13	0	0
3.41	0.1	7	10	14	11	1	0
4.15	0.0	7	12	11	10	3	0
3.46	0.0	9	13	9	10	6	0
2.73	0.0	9	11	11	9	4	0
3.01	T	9	10	11	10	2	0
2.32	0.4	9	9	13	9	0	0
2.10	2.3	6	7	17	10	0	0
1.64	9.3	6	6	19	11	0	2
31.72	39.8	86	107	172	127	16	12

NUMBER OF RETAIL ESTABLISHMENTS BY DESIGNATED CLASSIFICATION
FOR CHICAGO SMSA COMMUNITIES - 1977

(25,000 or more population)

LOCATION	Number of Establishments	General Merchandise	Food	Apparel	Furniture & Radio	Automotive & Filling Stations
CHICAGO	20,255	466	2,809	1,929	1,197	1,849
Addison	181	5	21	11	18	25
Arlington Heights	346	6	24	23	35	54
Aurora	706	16	65	96	70	119
Berwyn	386	11	40	26	23	55
Bolingbrook	128	3	17	10	10	10
Burbank	118	1	13	6	10	22
Calumet City	332	7	24	37	19	41
Chicago Heights	291	7	32	13	18	60
Cicero	463	17	63	21	21	57
Des Plaines	414	7	36	34	21	78
Downers Grove	264	9	22	26	30	35
Elgin	446	11	31	32	39	89
Elk Grove Village	123	2	15	8	12	18
Elmhurst	300	7	24	23	19	46
Evanston	579	13	49	53	62	63
Glenview	179	3	12	9	17	24
Hanover Park	115	4	8	15	9	10
Harvey	205	3	21	10	7	49
Highland Park	310	9	21	39	31	43

Hoffman Estates	103	3	10	7	6	16
Joliet	691	19	70	42	52	118
Lansing	182	3	16	13	21	35
Lombard	347	9	24	53	42	48
Maywood	108	1	16	2	5	26
Mount Prospect	333	11	34	42	40	36
Naperville	257	5	18	26	29	33
Niles	315	9	32	50	23	30
North Chicago	99	0	6	2	2	17
Northbrook	307	3	19	70	31	24
Oak Forest	101	2	11	3	9	15
Oak Lawn	351	15	34	28	35	66
Oak Park	403	12	44	45	40	47
Palatine	191	8	15	16	17	27
Park Forest	103	3	8	11	11	4
Park Ridge	234	6	22	34	14	33
Schaumburg	448	11	46	95	49	49
Skokie	653	22	54	111	62	66
Tinley Park	160	4	16	20	17	26
Waukegan	594	15	45	85	52	87
Wheaton	239	6	24	31	20	33
Wilmette	256	5	23	27	34	31

SOURCES: U.S. Census - 1980;
U.S. Census of Retail Trade - 1977.

ESTIMATED GROSS RETAIL SALES BY DESIGNATED CLASSIFICATION
FOR CHICAGO SMSA COMMUNITIES - 1981

(25,000 or more population)

LOCATION	Total Sales (000)	General Merchandise (000)	Food (000)	Apparel (000)	Furniture & Radio (000)	Automotive & Filling Stations (000)
CHICAGO	$12,556,732	$1,422,111	$1,178,537	$708,780	$448,093	$1,952,890
Addison	243,430	30,756	21,507	2,054	2,454	36,496
Arlington Heights	376,044	31,874	42,078	14,919	23,819	106,844
Aurora	509,187	94,908	47,598	40,049	23,817	119,293
Berwyn	168,865	15,697	15,595	14,229	7,879	44,235
Bolingbrook	87,063	14,917	19,367	5,823	1,560	23,750
Burbank	99,188	547	8,104	1,399	20,256	13,146
Calumet City	285,688	108,930	21,571	43,038	6,020	24,081
Chicago Heights	231,465	20,332	20,105	2,591	4,425	83,673
Cicero	210,681	7,134	25,466	4,698	4,238	63,989
Des Plaines	540,646	40,339	39,439	11,715	8,424	168,536
Downers Grove	384,098	37,698	46,313	20,538	20,079	113,156
Elgin	327,900	41,744	41,008	10,718	11,852	85,217
Elk Grove Village	454,037	10,291	17,071	3,825	4,717	88,941
Elmhurst	387,010	14,835	29,982	9,837	5,267	174,063
Evanston	287,310	33,890	35,952	14,889	17,117	88,103
Glenview	162,385	2,762	31,790	7,765	4,150	48,496
Hanover Park	92,186	18,908	26,009	2,425	2,687	10,637
Harvey	125,973	5,468	6,738	1,309	1,634	61,310
Highland Park	232,970	13,255	26,563	18,532	11,045	93,386

Hoffman Estates	103,381	8,503	18,871	10,302	2,521	15,753
Joliet	527,922	79,812	57,752	27,964	15,272	160,404
Lansing	122,693	16,172	11,898	2,610	5,806	30,545
Lombard	368,164	84,261	17,433	42,636	31,426	78,095
Maywood	67,432	1,010	11,796	271	437	27,241
Mount Prospect	326,471	71,324	37,050	33,851	13,182	44,408
Naperville	213,789	14,660	41,316	8,777	8,025	48,983
Niles	368,456	50,670	35,987	25,084	23,612	47,036
North Chicago	57,902	565	3,283	292	343	9,041
Northbrook	316,359	39,737	22,597	77,033	26,971	52,861
Oak Forest	70,127	842	17,462	124	1,587	21,122
Oak Lawn	391,197	60,871	56,749	19,365	15,887	122,097
Oak Park	206,421	17,417	30,953	16,644	12,272	60,324
Palatine	192,056	14,709	32,133	5,356	10,688	37,202
Park Forest	70,138	29,049	17,264	1,969	407	4,367
Park Ridge	176,089	2,887	29,460	6,581	3,365	93,501
Schaumburg	756,571	150,608	37,189	73,406	58,135	211,849
Skokie	525,733	128,990	35,546	63,698	27,264	90,177
Tinley Park	122,770	23,703	23,710	6,124	4,838	27,703
Waukegan	400,289	64,974	40,488	22,586	20,750	116,955
Wheaton	130,040	8,367	21,246	9,006	8,330	45,634
Wilmette	131,865	24,648	17,963	10,827	7,036	27,559

SOURCES: U.S. Census - 1980;
State of Illinois Department of Revenue.

RETAIL SALES -- YEAR 1981

COOK COUNTY COMPARED WITH CHICAGO SMSA TOTAL

Business Classification	Sales ($000's) Cook County	Balance of SMSA	Total SMSA
Total Retail Sales	$23,330,556	$9,876,880	$33,207,436
% of Total SMSA	70.3%	29.7%	100.0%
All Food Stores	$ 4,764,543	$1,879,106	$ 6,643,649
% of Total SMSA	71.7%	28.3%	100.0%
Supermarkets	$ 4,412,267	$1,805,796	$ 6,218,063
% of Total SMSA	71.0%	29.0%	100.0%
Eating & Drinking Places	$ 2,503,019	$ 901,980	$ 3,404,999
% of Total SMSA	73.5%	26.5%	100.0%
All General Merchandise Stores	$ 3,246,680	$1,162,888	$ 4,409,568
% of Total SMSA	73.6%	26.4%	100.0%
Department Stores	$ 2,947,661	$1,029,694	$ 3,977,355
% of Total SMSA	74.1%	25.9%	100.0%
Apparel & Accessory Stores	$ 1,524,348	$ 403,288	$ 1,927,636
% of Total SMSA	79.1%	20.9%	100.0%

(Continued on Page 58)

RETAIL SALES -- YEAR 1981

CHICAGO SMSA COMPARED WITH ILLINOIS TOTAL

Business Classification	Sales ($000's) Chicago SMSA	Balance of State	Total Illinois
Total Retail Sales	$33,207,436	$18,515,709	$51,723,145
% of Total State	64.2%	35.8%	100.0%
All Food Stores	$ 6,643,649	$ 4,157,404	$10,801,053
% of Total State	61.5%	38.5%	100.0%
Supermarkets	$ 6,218,063	$ 3,952,777	$10,170,840
% of Total State	61.1%	38.9%	100.0%
Eating & Drinking Places	$ 3,404,999	$ 1,712,485	$ 5,117,484
% of Total State	66.5%	33.5%	100.0%
All General Merchandise Stores	$ 4,409,568	$ 2,343,469	$ 6,753,037
% of Total State	65.3%	34.7%	100.0%
Department Stores	$ 3,977,355	$ 1,821,276	$ 5,798,631
% of Total State	68.6%	31.4%	100.0%
Apparel & Accessory Stores	$ 1,927,636	$ 684,919	$ 2,612,555
% of Total State	73.8%	26.2%	100.0%

(Continued on Page 59)

RETAIL SALES -- YEAR 1981

COOK COUNTY COMPARED WITH CHICAGO SMSA TOTAL

(Continued)

Business Classification	Sales ($000's) Cook County	Balance of SMSA	Total SMSA
All Furniture/Home Furnishings/Appliance Stores	$ 1,084,078	$ 460,387	$1,544,465
% of Total SMSA	70.2%	29.8%	100.0%
Furniture & Home Furnishings Only	$ 664,649	$ 285,204	$ 949,853
% of Total SMSA	70.0%	30.0%	100.0%
Automotive Dealers	$ 3,330,764	$1,737,911	$5,068,675
% of Total SMSA	65.7%	34.3%	100.0%
Gasoline Service Stations	$ 1,938,069	$ 977,123	$2,915,192
% of Total SMSA	66.5%	33.5%	100.0%
Building Materials & Hardware Dealers	$ 617,723	$ 545,667	$1,163,390
% of Total SMSA	53.1%	46.9%	100.0%
Drug Stores	$ 966,748	$ 346,340	$1,313,088
% of Total SMSA	73.6%	26.4%	100.0%
All Other	$3,354,584	$1,462,190	$4,816,774
% of Total SMSA	69.6%	30.4%	100.0%

SOURCE: Sales Management - 1982 Survey of Buying Power Estimates.

RETAIL SALES -- YEAR 1981

CHICAGO SMSA COMPARED WITH ILLINOIS TOTAL

(Continued)

Business Classification	Sales ($000's) Chicago SMSA	Balance of State	Total Illinois
All Furniture/Home Furnishings/Appliance Stores	$ 1,544,465	$ 807,096	$2,351,561
% of Total State	65.7%	34.3%	100.0%
Furniture & Home Furnishings Only	$ 949,853	$ 470,495	$1,420,348
% of Total State	66.9%	33.1%	100.0%
Automotive Dealers	$ 5,068,675	$3,078,463	$8,147,138
% of Total State	62.2%	37.8%	100.0%
Gasoline Service Stations	$ 2,915,192	$2,072,356	$4,987,548
% of Total State	58.4%	41.6%	100.0%
Building Materials & Hardware Dealers	$ 1,163,390	$1,244,995	$2,408,385
% of Total State	48.3%	51.7%	100.0%
Drug Stores	$ 1,313,088	$ 579,733	$1,892,821
% of Total State	69.4%	30.6%	100.0%
All Other	$ 4,816,774	$1,834,789	$6,651,563
% of Total State	72.4%	27.6%	100.0%

SOURCE: Sales Management - 1982 Survey of Buying Power Estimates.

Again in 1981, among the Nation's

TOP TWO MARKETS

Chicago Rates First in . . . . . .

. . . Income per household

. . . Total Retail Sales per household

. . . Food Store Sales per household

. . . General Merchandise Store Sales per household

. . . Department Store Sales per household

. . . Drug Store Sales per household

. . . Building Material/Hardware Store Sales per household

. . . Furniture/Home Furnishings/Appliance Store Sales per household

. . . Automotive Dealer Sales per household

. . . Gasoline Service Station Sales per household

	Standard Metropolitan Statistical Area	
	New York	Chicago
Population	8,991,100	7,130,700
Households	3,514,700	2,538,600
Effective Buying Income		
Total (000)	$91,536,027	$74,229,168
Per Household	$ 26,044	$ 29,240
Retail Sales		
Total Retail Sales (000)	$34,201,554	$33,207,436
Per Household	$ 9,731	$ 13,081
Food Stores (000)	$ 8,975,391	$ 6,643,649
Per Household	$ 2,554	$ 2,617
General Merchandise Stores (000)	$ 4,602,972	$ 4,409,568
Per Household	$ 1,310	$ 1,737
Department Stores (000)	$ 3,918,326	$ 3,977,355
Per Household	$ 1,115	$ 1,567
Drug Stores (000)	$ 833,910	$ 1,313,088
Per Household	$ 237	$ 517
Building Material/Hardware Stores (000)	$ 629,865	$ 1,163,390
Per Household	$ 179	$ 458
Furniture/Home Furnishings/ Appliance Stores (000)	$ 1,869,833	$ 1,544,465
Per Household	$ 532	$ 608
Automotive Dealer Sales (000)	$ 3,222,068	$ 5,068,675
Per Household	$ 917	$ 1,997
Gasoline Service Station Sales (000)	$ 1,906,026	$ 2,915,192
Per Household	$ 542	$ 1,148

SOURCE: Sales Management - 1982 Survey of Buying Power Estimates.

$6,643,649,000 SPENT IN FOOD STORES

in the Chicago Standard Metropolitan Statistical Area

means that

MORE DOLLARS ARE SPENT IN

FOOD STORES ALONE

in the CHICAGO SMSA

than are spent

in ALL RETAIL STORES

in the SMSA's of

	Total Retail Sales*
Cincinnati	$6,402,834,000
Indianapolis	$5,832,336,000
Buffalo	$5,803,834,000
New Orleans	$5,540,369,000
Sacramento	$5,406,867,000
Columbus, OH	$5,314,682,000
San Antonio	$5,256,800,000
Oklahoma City	$4,827,502,000
Hartford-New Britain-Bristol	$4,748,982,000
Rochester, NY	$4,686,503,000

--- and in all but 31 of the 305 Metropolitan County areas for which Sales Management estimated sales for 1981.

* "Total Retail Sales" includes money spent for new and used automobiles - - - for gasoline - - - for lumber and building supplies, and for everything else you might think of.

SOURCE: Sales Management - 1982 Survey of Buying Power Estimates.

COMPARATIVE LIVING COSTS FOR AN URBAN FAMILY OF FOUR AT THE LOWER, INTERMEDIATE AND UPPER STANDARD FOR SELECTED URBAN CENTERS

Rank	"Lower" Urban Center	Total Budget	Rank	"Intermediate" Urban Center	Total Budget	Rank	"Upper" Urban Center	Total Budget
1	Anchorage, AK	$22,939	1	Honolulu, HI	$31,893	1	Honolulu, HI	$50,317
2	Honolulu, HI	20,319	2	Anchorage, AK	31,890	2	New York-Northeastern NJ, NY - NJ	47,230
3	Seattle-Everett, WA	17,124	3	New York-Northeastern NJ, NY - NJ	29,540	3	Anchorage, AK	45,119
4	San Francisco-Oakland, CA	17,080	4	Boston, MA	29,213	4	Boston, MA	44,821
5	Washington, DC - MD - VA	16,702	5	Washington, DC - MD - VA	27,352	5	Washington, DC - MD - VA	41,137
6	Los Angeles-Long Beach, CA	$16,618	6	San Francisco-Oakland, CA	$27,082	6	San Francisco-Oakland, CA	$40,906
7	Boston, MA	16,402	7	Milwaukee, WI	26,875	7	Milwaukee, WI	39,709
8	New York-Northeastern, NJ NY - NJ	15,705	8	Philadelphia, PA - NJ	26,567	8	Philadelphia, PA - NJ	39,560
9	San Diego, CA	15,690	9	Buffalo, NY	26,473	9	Buffalo, NY	38,919
10	Philadelphia, PA - NJ	15,593	10	Seattle-Everett, WA	25,881	10	Minneapolis-St. Paul, MN	38,698

11	CHICAGO, IL - NORTHWESTERN, IN IL - IN	$15,587	11	Minneapolis-St. Paul, MN	$25,799	11	Los Angeles-Long Beach, CA	$38,516
12	Milwaukee, WI	15,505	12	Cleveland, OH	25,598	12	Baltimore, MD	38,090
13	Baltimore, MD	15,315	13	Cincinnati, OH - KY - IN	25,475	13	San Diego, CA	37,722
14	Cleveland, OH	15,176	14	CHICAGO, IL - NORTHWESTERN, IN IL - IN	25,358	14	Detroit, MI	37,721
15	Minneapolis-St. Paul, MN	15,118	15	Detroit, MI	25,208	15	Cleveland, OH	37,487
16	Pittsburgh, PA	$15,116	16	Baltimore, MD	$25,114	16	Seattle-Everett, WA	$37,396
17	St. Louis, MO - IL	15,112	17	Los Angeles-Long Beach, CA	25,025	17	CHICAGO, IL - NORTHWESTERN, IN IL - IN	37,368
18	Cincinnati, OH - KY - IN	15,110	18	Denver, CO	24,820	18	Kansas City, MO - KS	36,988
19	Detroit, MI	15,107	19	San Diego, CA	24,776	19	Denver, CO	36,979
20	Denver, CO	15,093	20	Pittsburgh, PA	24,717	20	Pittsburgh, PA	36,714
21	Kansas City, MO - KS	$14,925	21	Kansas City, MO - KS	$24,528	21	Cincinnati, OH - KY - IN	$36,599
22	Houston, TX	14,810	22	St. Louis, MO - IL	24,498	22	St. Louis, MO - IL	35,965
23	Buffalo, NY	14,710	23	Houston, TX	23,601	23	Houston, TX	34,728
24	Atlanta, GA	14,419	24	Atlanta, GA	23,273	24	Atlanta, GA	34,623
25	Dallas, TX	14,392	25	Dallas, TX	22,678	25	Dallas, TX	33,769

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

WHAT HAPPENS TO THE CITY FAMILY'S DOLLAR

Comparing annual cost of three family budget levels in three major markets and urban U.S. averages.

-- AUTUMN, 1981 --

	Chicago-Northwestern IN	New York-Northeastern NJ	Los Angeles-Long Beach	Urban United States
LOWER BUDGET				
Total Budget	$15,587	$15,705	$16,618	$15,323
Food	4,604	4,956	4,549	4,545
Housing	2,790	2,796	3,501	2,817
Transportation	1,364	1,087	1,402	1,311
Clothing and Personal Care	1,213	1,214	1,297	1,316
Medical Care	1,565	1,443	1,874	1,436
Other Family Consumption	770	701	587	644
Personal Income Taxes	1,616	1,809	1,560	1,596
Other Allowances*	1,665	1,699	1,848	1,658
INTERMEDIATE BUDGET				
Total Budget	$25,358	$29,540	$25,025	$25,407
Food	5,779	6,578	5,700	5,843
Housing	5,607	6,717	5,436	5,546
Transportation	2,498	2,160	2,464	2,372
Clothing and Personal Care	1,703	1,708	1,756	1,841
Medical Care	1,566	1,446	1,876	1,443
Other Family Consumption	1,399	1,301	1,066	1,196
Personal Income Taxes	4,086	6,586	3,952	4,443
Other Allowances*	2,720	3,044	2,775	2,723
HIGHER BUDGET				
Total Budget	$37,368	$47,230	$38,516	$38,060
Food	7,353	8,340	7,476	7,366
Housing	8,255	10,391	8,506	8,423
Transportation	3,464	3,228	3,234	3,075
Clothing and Personal Care	2,444	2,509	2,503	2,666
Medical Care	1,623	1,511	1,963	1,505
Other Family Consumption	2,301	2,149	1,782	1,972
Personal Income Taxes	8,213	15,221	9,247	9,340
Other Allowances*	3,715	3,881	3,805	3,713

Family consists of employed husband, a wife not employed outside the home, an 8 year old girl, and a 13 year old boy.

* Allowances for gifts and contributions, life insurance, occupational expenses, and social security, disability and unemployment compensation taxes.

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

FOOD TAKES LESS OF THE FAMILY'S BUDGET

THE U.S. DEPARTMENT OF LABOR COUNTED FOOD AT ONE-THIRD OF THE CITY WORKER'S COST OF LIVING IN 1950. BY 1981, THE DEPARTMENT PUT THE PORTION REQUIRED FOR FOOD AT 16.6%, AND THIS, IN SPITE OF CHANGES AND REFINEMENTS IN THE PROCESSING AND PACKING OF MANY ITEMS.

Here's the record of the relative importance of major groups used by the Department of Labor in measuring cost of living . . . at the dates of major weight revisions:

Relative Importance of Major Groups of the Consumer Price Index for all Urban Consumers, U.S. City Average, at Dates of Major Weight Revisions:

Group	1935-39	December 1952	December 1963	December 1977
All items	100.0	a-100.0	100.0	100.0
Food and Beverages	35.4	29.6	22.4	b- 18.8
Housing	c- 33.7	a- 32.5	33.2	43.9
Apparel and Upkeep	d- 11.0	9.2	e- 10.6	5.8
Transportation	8.2	11.3	13.9	18.0
Medical Care	4.0	5.1	5.7	5.0
Entertainment	-	-	-	4.1
Other Goods and Services	2.4	5.0	5.1	4.4

a. Including home purchase, previously excluded from index coverage.
b. Including beverages, previously excluded from index coverage.
c. Including radios, transferred to reading and recreation as of January, 1950.
d. Including laundry and dry cleaning, transferred to housing as of December, 1952.
e. Including dry cleaning and one-half the weight of laundry service included in housing in December, 1952.

Note: The Bureau of Labor Statistics reported, however, that the relative importance of the "Food" group, as of December, 1981 was 16.58% . . . comprised of the following:

Food and Beverages			17.54%
Food		16.58%	
Food at home		11.34%	
Cereals & bakery products	1.49%		
Meats, poultry, fish & eggs	3.69%		
Dairy products	1.52%		
Fruits & vegetables	1.67%		
Fats & oils	.32%		
Sugar & sweets	.43%		
Non-alcoholic beverages	1.23%		
Other prepared foods	1.00%		
Food away from home		5.24%	
Alcoholic Beverages			.96%

Note: Individual percentages may not equal total due to standard rounding procedure.

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

AVERAGE ANNUAL PRODUCERS PRICE INDEXES
FOR "ALL COMMODITIES" AND FOR GROUPINGS OF PROCESSED FOODS
--SELECTED PERIODS SINCE 1950--
(1967 = 100.0)

YEAR	All Commodities	PROCESSED FOODS					
		Cereal & Bakery Prod.	Meats, Poultry & Fish	Dairy Products	Processed Fruits & Vegetables	Sugar and Confectionery	Beverages & Beverage Materials
1950	81.8	71.6	97.7	68.9	86.6	75.3	78.4
1955	87.8	84.1	81.6	77.1	91.5	85.2	93.1
1960	94.9	88.1	93.1	86.1	92.8	90.1	92.8
1965	96.6	93.1	96.2	89.0	95.2	96.5	99.2
1970	110.4	107.7	115.8	111.2	110.6	115.8	113.0
1971	114.0	111.6	116.0	115.6	114.4	119.4	116.0
1972	119.1	114.7	130.0	118.6	119.7	121.6	118.0
1973	134.7	134.4	167.5	131.1	129.6	132.3	121.7
1974	160.1	171.2	163.5	146.4	154.6	258.9	140.7
1975	174.9	178.0	191.0	155.8	169.8	254.3	162.4
1976	183.0	172.1	181.6	168.5	170.2	190.9	173.5
1977	194.2	173.4	182.0	173.4	187.4	177.4	201.0
1978	209.3	190.3	217.1	188.4	202.6	197.8	200.0
1979	235.6	210.3	242.0	211.2	221.9	214.7	210.7
1980	268.8	236.0	243.1	230.6	228.7	322.5	233.0
1981	293.4	255.5	246.2	245.6	261.2	275.9	248.0
1982 (Nine Months)	299.0	253.7	259.2	248.5	274.9	266.8	256.2
1982 by Months							
January	298.3	256.6	243.7	247.7	273.2	256.8	253.9
February	298.6	253.3	247.9	248.0	276.3	257.2	255.1
March	298.0	253.3	250.0	248.0	275.9	255.0	256.4
April	298.0	253.5	258.2	248.4	275.2	256.0	256.6
May	298.6	252.8	267.6	248.5	273.8	265.3	256.5
June	299.4	253.3	271.1	248.7	275.4	269.5	256.5
July	300.6	253.6	266.1	248.8	275.9	276.1	256.7
August	300.4	253.2	262.3	249.0	274.9	286.0	257.3
September	299.5	254.1	265.7	249.3	273.2	279.1	256.8

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics (nine months for 1982 are our computations.)

COMPARISON OF CHANGES IN FOOD PRICES FOR THE UNITED STATES AND SELECTED AREAS
Consumer Price Indexes for All Urban Consumers for September, 1982
(1967 = 100.0)

Area	FOOD AT HOME					
	Total	Cereal & Bakery Prod.	Meats, Poultry, Fish & Eggs	Dairy Products	Fruits & Vegetables	Other Foods
United States City Average	280.6	284.6	267.8	247.0	284.1	333.6
Anchorage	256.3	255.7	245.5	246.8	234.7	306.7
Atlanta	288.5	291.2	255.9	286.2	306.7	337.0
Baltimore	274.3	282.6	260.2	232.7	278.7	333.9
Boston	265.2	283.5	259.6	224.1	268.8	309.3
Buffalo	277.1	273.5	260.8	245.7	281.9	332.6
Chicago	272.7	284.4	267.1	231.1	268.4	326.9
Cincinnati	305.0	340.0	277.7	267.2	302.4	369.7
Cleveland	284.6	288.9	281.9	245.1	256.4	344.6
Dallas	281.1	280.0	263.9	256.0	282.3	328.7
Denver	258.5	274.5	234.6	253.7	243.9	316.3
Detroit	278.9	294.9	269.0	256.2	258.5	335.4
Honolulu	303.1	279.2	285.2	286.4	338.7	347.4
Houston	292.5	276.1	287.2	275.2	294.3	325.5
Kansas City	274.3	287.5	261.5	246.4	274.9	314.9
Los Angeles - Long Beach	280.8	288.4	270.5	239.5	264.2	343.7
Milwaukee	271.7	289.5	276.2	252.3	259.5	291.1
Minneapolis	275.5	297.6	254.1	268.5	271.4	305.5
New York	288.7	286.3	265.1	254.3	312.7	355.2
Northeast Pennsylvania	270.5	262.8	268.4	238.9	275.3	319.0
Philadelphia	279.0	295.5	258.7	242.9	279.9	349.5
Pittsburgh	281.4	292.5	266.4	225.5	286.1	345.5
Portland, OR	273.6	280.8	279.0	219.6	263.5	333.8
St. Louis	280.6	292.8	260.8	252.0	306.8	323.6
San Diego	265.5	281.9	250.3	237.4	254.2	320.4
San Francisco	288.6	298.2	272.8	240.3	309.7	346.7
Seattle	281.0	292.5	277.9	251.1	231.9	351.8
Washington	298.9	293.7	279.4	230.4	326.5	374.5

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

WHAT HAPPENED TO PRICES IN CHICAGO

IN THE LAST 10 YEARS? . . . LAST 5 YEARS? . . . LAST YEAR?

Product or Service Group	Consumer Price Indexes For All Urban Consumers September of Each Year 1972	1977	1981	1982	Percent Increase In Past 10 Yrs.	5 Yrs.	Year
All Items	125.3	178.5	276.9	294.0	134.6%	64.7%	6.2%
* Food	124.8	195.2	274.5	280.1	124.4%	43.5%	2.0%
Housing	124.8	175.8	295.6	325.5	160.8%	85.2%	10.1%
Apparel and Upkeep	122.6	146.4	166.5	165.9	35.3%	13.3%	-0.4%
** Transportation	125.4	182.0	290.0	294.0	134.4%	61.5%	1.4%
Medical Care	132.1	211.3	308.2	334.3	153.1%	58.2%	8.5%
* Food Breakdown							
Food at home	123.5	194.3	268.9	272.7	120.8%	40.3%	1.4%
Cereals & Bakery Prod.	114.9	187.1	274.7	284.4	147.5%	52.0%	3.5%
Meats, Poultry, Fish	132.4	185.0	256.2	275.8	108.3%	49.1%	7.7%
Dairy Products	116.6	169.4	238.2	231.1	98.2%	36.4%	-3.0%
Fruits and Vegetables	123.9	196.2	274.0	268.4	116.6%	36.8%	-2.0%
Other Foods at home	118.4	237.2	324.5	326.9	176.1%	37.8%	0.7%
Foods away from home	130.0	198.8	289.5	299.3	130.2%	50.6%	3.4%
** Transportation Breakdown							
Private Transportation	119.9	181.8	281.1	284.5	137.3%	56.5%	1.2%
Public Transportation	160.4	183.6	380.2	390.0	143.1%	112.4%	2.6%

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

CHICAGO-GARY-KENOSHA SUBURBAN SCSA ZIP CODES

Illinois Municipality	Zip Code
Abbott Park	60064
Addison	60101
Alden	60001
Algonquin	60102
Algonquin Shores	60102
Alsip	60658
Andres	60468
Antioch	60002
Aptakisic	60069
Arbury Hills	60448
Argo	60501
Argonne	60439
Arlington Heights	60004
	60005
	60006
Aurora	60504
	60505
	60506
	60507
	60538
Bannockburn	60015
Barrington	60010
Barrington Hills	60010
Bartlett	60103
Batavia	60510
Bedford Park	60501
	60638
Beecher	60401
Bellwood	60104
Bensenville	60106
Berkeley	60163
Berwyn	60402
Big Foot Prairie	60033
Big Rock	60511
Biltmore	60010
Bloomingdale	60108
Blue Island	60406
Bolingbrook	60439
Braidwood	60408
Bridgeview	60455
Broadview	60153
Brookfield	60513
Buffalo Grove	60090
Bull Valley	60014
	60050
	60098
Burbank	60459
Burlington	60109
Burnham	60633
Burr Ridge	60521
Burton Bridge	60014
	60050
Calumet City	60409
Calumet Park	60643
Carol Stream	60187
Carpentersville	60110
Cary	60013
Channahon	60410
Channel Lake	60002
Chemung	60033
Chicago Heights	60411
Chicago Ridge	60415
Cicero	60650

Illinois Municipality	Zip Code
Clarendon Hills	60514
Cloverdale	60103
Country Club Hills	60477
Countryside	60525
Crest Hill	60435
Crestwood	60445
Crete	60417
Crooked Lake	60046
Crystal Lake	60014
Cuba	60010
Custer Park	60418
Darien	60559
Deep Lake	60046
Deer Park	60010
Deerfield	60015
Des Plaines	60016
	60017
	60018
Diamond Lake	60060
Dixmoor	60426
Dolton	60419
Downers Grove	60515
	60516
Downey	60088
East Chicago Hts.	60411
East Dundee	60118
East Hazelcrest	60429
Echo Lake	60047
Elburn	60119
Elgin	60120
Elk Grove Township	60007
Elk Grove Village	60007
Elmhurst	60126
Elmwood Park	60635
Elwood	60421
Eola	60519
Evanston	60201
	60202
	60204
Evergreen Park	60642
Fairmont	60441
Flossmoor	60422
Forest Lake	60047
Forest Park	60130
Forest View	60402
Forrestal Village	60088
Fort Sheridan	60037
Fox Lake	60020
Fox Lake Hills	60020
	60046
Fox River Grove	60021
Fox Rvr. Vly. Grdns.	60010
Frankfort	60423
Franklin Park	60131
Gages Lake	60030
Geneva	60134
Gilberts	60136
Gilmer	60060
Glen Ellyn	60137
Glencoe	60022
Glendale Heights	60137
Glenview	60025
Glenview Nvl Air Stn	60026

CHICAGO-GARY-KENOSHA SUBURBAN SCSA ZIP CODES (Continued)

Illinois Municipality	Zip Code
Glenwood	60425
Godley	60407
Golf	60029
Goodenow	60401
Grandwood Park	60031
Grass Lake	60002
Grayslake	60030
Great Lakes	60088
Green Oaks	60048
Gurnee	60031
Hainesville	60030
Half Day	60069
Halsey Village	60088
Hampshire	60140
Hanover Park	60103
Harvard	60033
Harvey	60426
Harwood Heights	60631
	60634
	60656
Hawthorn Farm	60048
Hawthorn Woods	60047
Hazel Crest	60429
Hebron	60034
Hickory Hills	60457
Highland Park	60035
Highwood	60040
Hillside	60162
Hines	60141
Hinsdale	60521
Hodgkins	60525
Hoffman Estates	60194
	60195
Holbrook	60411
Holiday Hills	60050
Hometown	60456
Homewood	60430
Hubbard Woods	60093
Huntley	60142
Indian Creek	60061
Indian Head Park	60525
Ingleside	60041
Inverness	60067
Island Lake	60042
Itasca	60143
Ivanhoe (Cook)	60627
Ivanhoe (Lake)	60060
Johnsburg	60050
Joliet	60431
	60432
	60433
	60434
	60435
	60436
Justice	60458
Kaneville	60144
Keeneyville	60172
Kenilworth	60043
Kildeer	60047
La Fox	60147
La Grange	60525
La Grange Highlands	60525
La Grange Park	60525
Lake Barrington	60010
Lake Bluff	60044

Illinois Municipality	Zip Code
Lake Bluff Junction	60044
Lake Catherine	60002
Lake Forest	60045
Lake-in-the-Hills	60102
Lake Marie	60002
Lake Villa	60046
Lake Zurich	60047
Lakemoor	60050
Lakewood	60014
Lansing	60438
Lawrence	60033
Lemont	60439
Libertyville	60048
Lily Lake	60151
Lincoln Fields	60417
Lincolnshire	60015
Lincolnwood	60645
	60646
	60659
Lindenhurst	60046
Lisle	60532
Lockport	60441
Lombard	60148
Long Grove	60047
Long Lake	60041
Loon Lake	60002
Lynwood	60411
Lyons	60534
Manhattan	60442
Maple Park	60151
Marengo	60152
Markham	60426
Marley	60451
Matteson	60443
Maywood	60153
McCook	60525
McCullom Lake	60050
McGaw Park	60085
McHenry	60050
McHenry Shores	60050
Medinah	60157
Melrose Park	60160
	60161
Merrionette Park	60655
Mettawa	60045
Midlothian	60445
Millburn	60046
Minooka	60447
Mokena	60448
Monee	60449
Montgomery	60538
Mooseheart	60539
Morton Grove	60053
Mt. Prospect	60056
Mundelein	60060
Naperville	60540
	60565
	60566
New Lenox	60451
Niles	60648
Nimitz Village	60088
Norridge	60634
	60656
North Antioch	60002
North Aurora	60542

CHICAGO-GARY-KENOSHA SUBURBAN SCSA ZIP CODES (Continued)

Illinois Municipality	Zip Code
North Barrington	60010
North Chicago	60064
North Riverside	60546
Northbrook	60062
Northfield	60093
Northlake	60164
Oak Brook	60521
Oak Forest	60452
Oak Lawn	60453
	60454
Oak Park	60301
	60302
	60303
	60304
Oakbrook Terrace	60181
Oakwood Hills	60013
Old Mill Creek	60083
Olympia Fields	60461
Ontarioville	60103
Orland Park	60462
Palatine	60067
Palos Heights	60463
Palos Hills	60465
Palos Park	60464
Park City	60085
Park Forest	60466
Park Forest South	60466
Park Ridge	60068
Peotone	60468
Petite Lake	60002
Phoenix	60426
Pingree Grove	60140
Pistakee	60050
Pistakee Heights	60050
Pistakee Highlands	60050
Plainfield	60544
Plato Center	60170
Posen	60469
Prairie Grove	60014
Prairie View	60069
Prospect Heights	60070
Ravinia	60035
Richardson	60151
Richmond	60071
Richton Park	60471
Ridgefield	60014
	60098
Ringwood	60072
River Forest	60305
River Grove	60171
Riverdale	60627
Riverside	60546
Riverwoods	60015
Robbins	60472
Rockdale	60436
Rolling Meadows	60008
Romeoville	60441
Rondout	60048
Rosecrans	60083
Roselle	60172
Rosemont	60018
Round Lake	60073
Round Lake Beach	60073
Round Lake Heights	60073
Round Lake Park	60073

Illinois Municipality	Zip Code
Russell	60075
St. Charles	60174
Sauk Village	60411
Schaumburg	60172
	60193
	60194
	60195
Schiller Park	60176
Shorewood	60431
	60435
	60436
Silver Lake	60013
Skokie	60076
	60077
	60203
Sleepy Hollow	60118
Solon Mills	60080
South Barrington	60010
	60195
South Chicago Hts.	60411
South Elgin	60177
South Holland	60473
South Park	60505
	60538
Spring Grove	60081
Steger	60475
Stickney	60402
Stone Park	60165
Streamwood	60103
Sugar Grove	60554
Summit	60501
Sunnyside	60050
Sylvan Lake	60060
Symerton	60481
Techny	60082
Third Lake	60046
Thornton	60476
Timber Lake	60010
Tinley Park	60477
Tower Lakes	60010
Udina	60120
Union	60180
Valley View	60174
Venetian Village	60046
Vernon Hills	60061
Villa Park	60181
Virgil	60182
Volo	60073
Wadsworth	60083
Warrenville	60555
Wasco	60183
Wauconda	60084
Waukegan	60085
	60087
Wayne	60184
West Chicago	60185
West Dundee	60118
Westchester	60153
Western Springs	60558
Westhaven	60477
Westmont	60559
Wheaton	60187
Wheeling	60090
Wildwood	60030
Willow Springs	60480

CHICAGO-GARY-KENOSHA SUBURBAN SCSA ZIP CODES (Continued)

Illinois		Indiana	
Municipality	Zip Code	Municipality	Zip Code
Willowbrook	60514	Hammond (Cont'd)	46327
	60521	Harbor	46312
Wilmette	60091	Hebron	46341
Wilmington	60481	Highland	46322
Wilson	60085	Hobart	46342
Wilton Center	60481	Kouts	46347
Winfield	60190	Lake Dalecarlia	46356
Winnetka	60093	Lake Station	46405
Winthrop Harbor	60096	LeRoy	46355
Wireton	60406	Lowell	46356
Wonder Lake	60097	Merrillville	46410
Wood Dale	60191	Munster	46321
Woodfield Mall	60195	New Chicago	46342
Woodridge	60517	New Elliott	46319
Woodstock	60098	Ogden Dunes	46368
Wooster Lake	60041	Portage	46368
Worth	60482	Porter	46304
York Center	60148	St. John	46373
Yorkfield	60126	Schererville	46375
Zion	60099	Schneider	46376
		Shelby	46377
Indiana		South Haven	46383
		Town of Pines	46360
Beverly Shores	46301	Valparaiso	46383
Boone Grove	46302	Wheeler	46393
Buffington	46406	Whiting	46394
Burns Harbor	46304		
Cedar Lake	46303	Wisconsin	
Chesterton	46304		
Chicago Avenue	46312	Bassett	53101
Crown Point	46307	Benet Lake	53102
Dune Acres	46304	Bristol	53104
Dyer	46311	Camp Lake	53109
East Cedar Lake	46303	Kenosha	53140
East Chicago	46312		53141
Gary	46401		53142
	46402		53143
	46403	New Munster	53152
	46404	Paddock Lake	53168
	46406	Pleasant Prairie	53158
	46407	Powers Lake	53159
	46408	Salem	53168
	46409	Silver Lake	53170
Griffith	46319	Somers	53171
Hammond	46320	Trevor	53179
	46323	Twin Lakes	53181
	46324	Wilmot	53192
	46325	Woodworth	53194
	46326		

CHICAGO ADI - ILLINOIS NON CHICAGO SCSA ZIP CODES

Municipality	Zip Code	Municipality	Zip Code
Ancona	61311	Bristol	60512
Aroma Park	60910	Buckingham	60917
Ashkum	60911	Buckley	60918
Beaverville	60912	Cabery	60919
Blackstone	61313	Campus	60920
Bonfield	60913	Carbon Hill	60416
Boulder Hill	60538	Cedar Point	61316
Bourbonnais	60914	Chatsworth	60921
Braceville	60407	Chebanse	60922
Bradley	60915	Cissna Park	60924

CHICAGO ADI - ILLINOIS NON CHICAGO SCSA ZIP CODES (Continued)

Municipality	Zip Code	Municipality	Zip Code
Clare	60111	Mazon	60444
Claytonville	60926	Mendota	61342
Clifton	60927	Milford	60953
Coal City	60416	Millbrook	60536
Cornell	61319	Millington	60537
Cortland	60112	Momence	60954
Crescent City	60928	Morris	60450
Cullom	60929	Naplate	61350
Dalzell	61320	Newark	60541
Dana	61321	North Utica	61373
Danforth	60930	Odell	60460
DeKalb	60115	Oglesby	61348
Diamond	60416	Onarga	60955
Donovan	60931	Oswego	60543
Dwight	60420	Ottawa	61350
Earlville	60518	Papineau	60956
East Brooklyn	60416	Pembroke	60944
Eileen	60416		60964
Emington	60934	Peru	61354
Esmond	60129	Plano	60545
Essex	60935	Pontiac	61764
Fairbury	61739	Ransom	60470
Flanagan	61740	Reddick	60961
Forrest	61741	Rutland	61358
Gardner	60424	St. Anne	60964
Genoa	60135	Sandwich	60548
Gilman	60938	Saunemin	61769
Goodwine	60939	Seneca	61360
Grand Ridge	61325	Serena	60549
Grant Park	60940	Shabbona	60550
Graymont	61743	Sheldon	60966
Herscher	60941	Sheridan	60551
Hinckley	60520	Somonauk	60552
Hopkins Park	60944	South Streator	61364
Iroquois	60945	South Wilmington	60474
Irwin	60901	Southtowne	61350
Kangley	61364	Stockland	60967
Kankakee	60901	Strawn	61775
Kingston	60145	Streator	61364
Kinsman	60437	Sycamore	60178
Kirkland	60146	Thawville	60968
LaSalle	61301	Tonica	61370
Lee	60530	Triumph	61371
Leland	60531	Troy Grove	61372
Leonore	61332	Union Hill	60969
Lisbon	60541	Utica	61373
Loda	60948	Verona	60479
Long Point	61333	Waterman	60556
Lostant	61334	Watseka	60970
Malta	60150	Wedron	60557
Manteno	60950	Wellington	60973
Manville	61339	Wichert	60965
Marseilles	61341	Woodland	60974
Martinton	60951	Yorkville	60560

CHICAGO ADI - INDIANA NON CHICAGO SCSA ZIP CODES

Municipality	Zip Code	Municipality	Zip Code
Brook	47922	Goodland	47948
Collegeville	47978	Hanna	46340
DeMotte	46310	Hudson Lake	46552
Fair Oaks	47943	Karwick	46360

CHICAGO ADI - INDIANA NON CHICAGO SCSA ZIP CODES (Continued)

Municipality	Zip Code
Kentland	47951
Kingsbury	46345
Kingsford Heights	46346
LaCrosse	46348
LaPorte	46350
Lake Village	46349
Long Beach	46360
Marquette Mall	46360
Michiana Shores	46360
Michigan City	46360
Mill Creek	46365
Morocco	47963
Mt. Ayr	47964
Otis	46367
Parr	47972
Pine Lake	46350
Pottawattomie Park	46360
Remington	47977
Rensselaer	47978
Rolling Prairie	46371
Roselawn	46372
Stillwell	46351
Sumava Resorts	46379
Tefft	46380
Thayer	46381
Trail Creek	46360
Union Mills	46382
Wanatah	46390
Westville	46391
Wheatfield	46392

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS
(Showing location, distance and direction from Chicago*, size, and major tenants)

NAME AND ADDRESS	County Distance (Miles) Direction	Size (Sq. Ft.)	Major Tenants
Belvidere Mall Shopping Center 2107 Belvidere Road Waukegan, IL 60085	Lake, IL 35 N.	300,000	Montgomery Ward & Co.
Brementowne Mall 159th Street and Oak Park Avenue Tinley Park, IL 60477	Cook 21 S.W.	400,000	Gately's Dept. Store
Brickyard, The 6465 W. Diversey Avenue Chicago, IL 60635	Cook 10 N.W.	876,000	J.C. Penney Co. Montgomery Ward & Co.
Century Mall U.S. 30 and Indiana 53 Merrillville, IN 46410	Lake, IN 32 S.E.	401,134	Montgomery Ward & Co.
Cermak Plaza Cermak Road and Harlem Avenue Berwyn, IL 60402	Cook 10 W.	327,000	Sears Roebuck & Co.
Chicago Ridge Mall 95th Street and Ridgeland Avenue Chicago Ridge, IL 60415	Cook 15 S.W.	900,000	Sears Roebuck & Co.
Deerbrook Mall Lake-Cook and Waukegan Roads Deerfield, IL 60015	Cook 22 N.	507,000	Montgomery Ward & Co.
Edens Plaza Lake Avenue and Skokie Highway Wilmette, IL 60091	Cook 17 N.	290,000	Carson Pirie Scott & Co.
Evergreen Plaza 95th Street and Western Avenue Evergreen Park, IL 60642	Cook 11 S.W.	1,200,000	Carson Pirie Scott & Co. Montgomery Ward & Co.
Ford City Shopping Center 7601 S. Cicero Avenue Chicago, IL 60652	Cook 10 S.W.	1,450,000	J.C. Penney Co. Montgomery Ward & Co. Wieboldt's
Fox Valley Center Illinois Highways 59 and 65 Aurora, IL 60505	DuPage 32 W.	1,467,372	J.C. Penney Co. Marshall Field & Co. Sears Roebuck & Co.
Golf Mill Shopping Center Golf Road and Milwaukee Avenue Niles, IL 60648	Cook 16 N.W.	1,030,000	J.C. Penney Co. Sears Roebuck & Co.
Harlem-Irving Plaza 4104 N. Harlem Avenue Norridge, IL 60634	Cook 11 N.W.	476,000	Wieboldt's
Hawthorn Center Illinois Highways 21 and 60 Vernon Hills, IL 60061	Lake, IL 31 N.W.	1,083,635	Marshall Field & Co. Sears Roebuck & Co.

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS
(Showing location, distance and direction from Chicago*, size, and major tenants)
(continued)

NAME AND ADDRESS	County Distance (Miles) Direction	Size (Sq. Ft.)	Major Tenants
Hillside Shopping Center Eisenhower Expressway and Wolf Road Hillside, IL 60162	Cook 14 W.	471,004	Carson Pirie Scott & Co.
Jefferson Square Shopping Center 2450 W. Jefferson Street Joliet, IL 60435	Will 38 S.W.	551,000	Montgomery Ward & Co. Wieboldt's
Lakehurst Shopping Center Illinois Highways 43 and 120 Waukegan, IL 60085	Lake, IL 36 N.	1,200,000	Carson Pirie Scott & Co. J.C. Penney Co. Wieboldt's
Lincoln Mall U.S. 30 and Cicero Avenue Matteson, IL 60443	Cook 27 S.	1,200,000	Carson Pirie Scott & Co. J.C. Penney Co. Montgomery Ward & Co. Wieboldt's
Lincoln Village Lincoln Avenue and McCormick Boulevard Chicago, IL 60659	Cook 9 N.	115,000	Wieboldt's
Louis Joliet Mall Interstate 55 and U.S. 30 Joliet, IL 60435	Will 36 S.W.	900,000	Bergner-Weise J.C. Penney Co. Marshall Field & Co. Sears Roebuck & Co.
Meadowdale Shopping Center Illinois Highway 25 and Lake Marion Road Carpentersville, IL 60110	Kane 38 N.W.	487,000	Wieboldt's
North Riverside Park 7501 W. Cermak Road North Riverside, IL 60546	Cook 11 W.	1,100,000	Carson Pirie Scott & Co. J.C. Penney Co. Montgomery Ward & Co.
Northbrook Court Shopping Center Lake-Cook and Lee Roads Northbrook, IL 60062	Cook 21 N.	1,013,057	Neiman-Marcus Sears Roebuck & Co.
Oakbrook Center Illinois Highway 83 and Cermak Road Oak Brook, IL 60521	DuPage 18 W.	1,600,000	Marshall Field & Co. Neiman-Marcus Sears Roebuck & Co.
Old Orchard Shopping Center Golf Road and Skokie Highway Skokie, IL 60077	Cook 14 N.	1,229,524	Marshall Field & Co. Montgomery Ward & Co.
Orland Court 151st Street and La Grange Road Orland Park, IL 60462	Cook 22 S.W.	803,000	Montgomery Ward & Co. Wieboldt's

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS
(Showing location, distance and direction from Chicago*, size, and major tenants)
(continued)

NAME AND ADDRESS	County Distance (Miles) Direction	Size (Sq. Ft.)	Major Tenants
Orland Square 151st Street and La Grange Road Orland Park, IL 60462	Cook 22 S.W.	1,214,000	Carson Pirie Scott & Co. J.C. Penney Co. Marshall Field & Co. Sears Roebuck & Co.
Park Forest Plaza Lakewood Boulevard and Western Avenue Park Forest, IL 60466	Cook 28 S.	917,000	Marshall Field & Co. Sears Roebuck & Co.
Randhurst Rand (U.S. 12) and Elmhurst (IL 83) Roads Mt. Prospect, IL 60056	Cook 21 N.W.	1,100,000	Carson Pirie Scott & Co. Montgomery Ward & Co. Wieboldt's
River Oaks 159th Street and Torrence Avenue Calumet City, IL 60409	Cook 20 S.	1,175,210	Carson Pirie Scott & Co. Marshall Field & Co. Sears Roebuck & Co.
St. Charles Shopping Center Prairie and Randall Roads St. Charles, IL 60174	Kane 38 W.	130,000	Montgomery Ward & Co.
Southlake Mall Interstate 65 and U.S. 30 Merrillville, IN 46410	Lake, IN 33 S.E.	1,057,000	Carson Pirie Scott & Co. J.C. Penney Co. L.S. Ayres & Co. Sears Roebuck & Co.
Spring Hill Mall Illinois Highways 31 and 72 West Dundee, IL 60118	Kane 39 N.W.	1,200,000	Bergner-Weise Marshall Field & Co. Sears Roebuck & Co.
Stratford Square Gary Avenue and Schick Road Bloomingdale, IL 60108	DuPage 28 N.W.	1,600,000	Carson Pirie Scott & Co. Marshall Field & Co. Montgomery Ward & Co. Wieboldt's
Water Tower Place 835 N. Michigan Avenue Chicago, IL 60611	Cook 1 N.	615,000	Marshall Field & Co.
Winston Park Plaza Shopping Center 8900 W. North Avenue Melrose Park, IL 60160	Cook 12 W.	500,000	J.C. Penney Co.
Woodfield Mall Illinois Highways 53 and 58 Schaumburg, IL 60195	Cook 25 N.W.	2,267,000	J.C. Penney Co. Marshall Field & Co. Sears Roebuck & Co.
Woodmar, The Fashion Center 165th Street and Indianapolis Boulevard Hammond, IN 46320	Lake, IN 20 S.E.	123,007	Carson Pirie Scott & Co.

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS
(Showing location, distance and direction
from Chicago*, size, and major tenants)
(continued)

NAME AND ADDRESS	County Distance (Miles) Direction	Size (Sq. Ft.)	Major Tenants
Yorktown Shopping Center Butterfield Road and Highland Avenue Lombard, IL 60148	DuPage 21 W.	1,500,000	Carson Pirie Scott & Co. J.C. Penney Co. Mongtomery Ward & Co. Wieboldt's

* State and Madison Streets.

Section Three:

SELLING THE MARKET

HOW TO REACH MORE PROSPECTS

DAILY RETAIL FOOD LINAGE ON BEST FOOD DAY

HOW TO OPTIMIZE REACH PER DOLLAR AMONG TOTAL ADULT READERS

HOW TO OPTIMIZE REACH PER DOLLAR AMONG ADULT WOMEN READERS

PRE-SOLD GROCERY AND HOUSEHOLD PRODUCTS

THE CHICAGO SUN-TIMES

REACHES

- More total adults
- More chief wage earners
- More households with children
- More working women
- More principal food shoppers

DAILY NEWSPAPER COMPARISON

CHICAGO ADI

	NET REACH			COST PER 1,000	
	Sun-Times	Tribune	S-T Lead	S-T	Trib.
Total Adults	2,144,600	1,785,500	359,100	$1.66	$ 2.51
Chief Wage Earners	1,095,100	869,500	225,600	3.25	5.16
With Children	1,009,500	688,500	321,000	3.52	6.52
Working Women	577,600	441,200	136,400	6.16	10.17
Principal Food Shoppers	1,277,500	985,600	291,900	2.79	4.55

SOURCE: SMRB Chicago: 1982.

COSTS: National Advertising Rates based on 600 Line B/W Ad (1,000 Line Rate);
Sun-Times Rates effective June 1, 1982 ($3,558);
Tribune Rates effective January 1, 1982 ($4,488).

DAILY RETAIL FOOD LINAGE ON BEST FOOD DAY

1st NINE MONTHS, 1982

Percentages represent share of total daily linage for each account

	Sun-Times Full Run		Tribune Full Run		Total Full Run		Tribune Part/Run Zone
	Lines	%	Lines	%	Lines	%	Lines
Jewel	733,395	50.1%	731,622	49.9%	1,465,017	100.0%	4,077
Dominick's	522,660	51.5	492,510	48.5	1,015,170	100.0	-
Eagle	124,086	37.5	206,896	62.5	330,982	100.0	-
A & P	88,960	50.4	87,410	49.6	176,370	100.0	-
Butera	139,500	100.0	-	-	139,500	100.0	273,420
Certified	122,760	100.0	-	-	122,760	100.0	5,580
Hillman's	53,884	90.6	5,580	9.4	59,464	100.0	4,800
Kohl's	50,220	94.7	2,790	5.3	53,010	100.0	92,550
All Other	425,519	54.9	350,258	45.1	775,777	100.0	330,747
GRAND TOTAL	2,260,984	54.6%	1,877,066	45.4%	4,138,050	100.0%	711,174

SOURCE: Sun-Times Estimates.

THE CHICAGO SUN-TIMES CONTINUES TO REACH THE
- CHICAGO

	Total in ADI	Daily Sun-Times
TOTAL ADULTS REACHED:	6,008,000	2,144,600
Readers Per Dollar		603
YOUNGER PEOPLE		
Age Under 35	2,517,800	914,100
Readers Per Dollar		257
Age Under 50	3,974,500	1,442,500
Readers Per Dollar		405
WAGE EARNERS		
Chief Wage Earners	2,850,300	1,095,100
Readers Per Dollar		308
SINGLE & MARRIED		
Single Adults	2,679,900	1,019,400
Readers Per Dollar		287
Married Adults	3,328,200	1,125,100
Readers Per Dollar		316
Adults in Households With Children	2,762,200	1,009,500
Readers Per Dollar		284
FOOD SHOPPERS		
Principal Food Shoppers	3,[illegible],400	1,277,500
Readers Per Dollar		359
Adults Spending $100 or More in an Average Week on Groceries	1,182,700	448,700
Readers Per Dollar		126

SOURCE: SMRB Chicago: 1982.

COSTS: National Advertising Rates Based on
600 Line B/W Ad (1,000 Line Rate)
Sun-Times Rates effective June 1, 1982 ($3,558);
Tribune Rates effective January 1, 1982 ($4,488).

BEST PROSPECTS AMONG TOTAL ADULTS AND AT A LOWER COST
ADI -

Daily Tribune	Sun-Times Advantage	
	Number	Percent
1,785,500	+359,100	+ 20.1%
398	+ 205	
644,900	+269,200	+ 41.7%
144	+ 113	
1,064,100	+378,400	+ 35.6%
237	+ 168	
869,500	+225,600	+ 25.9%
194	+ 114	
725,200	+294,200	+ 40.6%
162	+ 125	
1,060,400	+ 64,700	+ 6.1%
236	+ 80	
688,500	+321,000	+ 46.6%
153	+ 131	
985,600	+291,900	+ 29.6%
220	+ 139	
320,700	+128,000	+ 39.9%
72	+ 54	

	Total in ADI	Daily Sun-Times
TOTAL WOMEN REACHED:	3,175,700	1,050,700
Readers Per Dollar		295
YOUNGER WOMEN		
Age Under 35	1,281,600	423,700
Readers Per Dollar		119
Age Under 50	2,026,300	691,000
Readers Per Dollar		194
WAGE EARNERS		
Working Women	1,575,900	577,600
Readers Per Dollar		162
SINGLE & MARRIED		
Single Women	1,508,700	532,900
Readers Per Dollar		150
Married Women	1,667,000	517,800
Readers Per Dollar		146
Women in Households With Children	1,486,900	500,200
Readers Per Dollar		141
FOOD SHOPPERS		
Principal Food Shopper	2,573,900	847,900
Readers Per Dollar		238
Spending $100 or More in an Average Week on Groceries	619,300	210,500
Readers Per Dollar		59

SOURCE: SMRB Chicago: 1982.

COSTS: National Advertising Rates Based on 600 Line B/W Ad (1,000 Line Rate)
Sun-Times Rates effective June 1, 1982 ($3,558);
Tribune Rates effective January 1, 1982 ($4,488).

WELL IN THE CHICAGO ADI AMONG WOMEN

Daily Tribune	Sun-Times Advantage	
	Number	Percent
838,800	+211,900	+ 25.3%
187	+ 108	
264,600	+159,100	+ 60.1%
59	+ 60	
455,300	+235,700	+ 51.8%
101	+ 93	
441,200	+136,400	+ 30.9%
98	+ 64	
352,400	+180,500	+ 51.2%
79	+ 71	
486,300	+ 31,500	+ 6.5%
108	+ 38	
323,000	+177,200	+ 54.9%
72	+ 69	
661,100	+186,800	+ 28.3%
147	+ 91	
141,200	+ 69,300	+ 49.1%
32	+ 27	

THESE COMPANIES' PRODUCTS HAVE BEEN
Advertisers Using the Chicago Sun-

A & W Root Beer
Airwick
American Dairy Association
American Lamb Council
Archway Cookies
Armour Meats
Aunt Jemina
Aunt Nellies
Axion
Birdseye
Bisquick
Bob Evans' Farms
Booth Fisheries
Borden Cheese
Bosco
Bresler Ice Cream
Br[illegible]'s Ice Cream
Br[illegible]s Foods
Brownberry Ovens
Buddig Meats
Butter Buds
Butterball Turkey
Buttermaid Bread
C & H Sugar
Calkins & Company
    Broker Coupon Promotion
Campbell Soups
Canfield Beverages
Carnation
Celeste Pizza
Chateau Foods
Chef Boy-Ar-Dee
Coca-Cola
Colgate-Palmolive
Contadina
Corn King
Countrytime Lemonade
Cresta Mexican Foods
Crunchola
Crystal Sugar
Cycle Dog Food
Dannon Yogurt
Dean Foods
Del Monte
    Del Monte Catsup
    Del Monte Fruits
    Del Monte Vegetables
Dermassage Detergent
Diet-Rite Cola
Dole Pineapple
Domino Sugar
Downyflake Waffles
Duncan Hines
Dynamo Detergent
E. H. Wright
Eckrich Meats
Entemann's Bakeries
Figaro Cat Food
Five Alive
Fleischmann's Margarine
Florida Citrus
Folger's Coffee
Fould's Spaghetti
Freshlike Vegetables
Frigo Cheese
Friskies Buffet Cat Food
Frito-Lay
Gala Towels
General Foods
General Mills
Gold Medal Flour
Golden Grain Macaroni
Golden Griddle Syrup
Gorton's Seafoods
Green Giant
Hawaiian Punch
Hefty Trash Bags
Heinz
    Heinz Cocktail Sauce
    Heinz Ketchup
    Heinz Vinegar
Hershey Foods
Hickory Farms
Highliner Seafood
Hills Bros. Coffee
Hillshire Farms
Hinckley & Schmidt
Hoffman House Sauces
Hormel Meats
Hygrade Meats
Imperial Margarine
Indian Summer Cidar
Irish Spring Soap
Ivory Liquid
Jell-O
Jif Peanut Butter
Jimmy Dean Sausage
Joan of Arc
John's Pizza
Johnson & Johnson
Jolly Rancher
Joy Detergent
Kal Kan Dog Food
Kellogg Cereals
Ken-L Ration
King Kold Frozen Foods
Kleenex Tissue
Kraft
    Kraft Cheese
    Kraft Golden Image
    Kraft Light-n-Lively
    Kraft Macaroni & Cheese

PRE-SOLD TO CHICAGO'S PRIME PROSPECTS
Times for Food & Household Supplies

Kraft Mayonnaise
Kraft Orange Juice
Kraft Salad Dressings
La Choy Chinese Foods
Land O'Lakes
Lawry's
Lender's Bagels
Lever Bros.
Lifebouy Soap
Lipton
Lipton Lemon Tree
Lipton Soup Mixes
Lipton Tea
Livingston Co.
Broker Coupon Promotion
Log Cabin Syrup
Louis Rich Turkey
Lowes Kitty Litter
Luvs Diapers
Manor House Coffee
Mars Candy
Master Blend Coffee
Mauna Loa Nuts
Maxwell House Coffee
Mazola Margarine
Milnot
Minute Maid Orange Juice
Minute Rice
Money Page Coupons
Mr. Turkey
Mrs. Butterworth
Mrs. Paul's Seafoods
Mrs. Smith Pies
Mrs. T's Pierogi
Mueller Spaghetti
Nabisco Cookies & Crackers
Nature Valley Granola
Nescafe
Nestles Ice Cream
New Mill Noodles
Newlyweds Muffins
Newspaper Co-Op Couponing
Nine Lives Cat Food
Ocean Spray
Open Pit Barbecue Sauce
Ore-Ida
Oscar Mayer
Parkay Margarine
Pepperidge Farms
Pepsi-Cola
Pet-Rita
Peter Eckrich
Peter Pan Peanut Butter
Peter Paul Candies
Planter's Oil
Popsicle
Powerhouse Candy
Procter & Gamble
Professional Marketers
Broker Coupon Promotion
Progresso Foods
Puss N' Boots Cat Food
Quaker Corn Meal
Quaker Oats
RC 100
Ralston-Purina
Real Peanut Butter
Realemon
Red Cross
Red Star Yeast
Reeses' Candy
Reynold's Metals
Riceland Rice
Riviana Foods
Royal Desserts
Salada Tea
Saluto Foods
Sani-Flush
Sara Lee
Scott Paper
Scott Petersen
Sealtest Ice Cream
Seven Seas Dressing
Seven Up
Skippy Peanut Butter
Sparkle Glass Cleaner
Tender Chunks Dog Food
Thorn Apple Valley
Three Diamonds Tuna
Thrive
Tic Tac
Tide Detergent
Tidy Cat
Top Choice Dog Food
Tree Fresh Juices
Tree Top Juice
Tropicana Orange Juice
Tyson Foods
Uncle Ben's Foods
Vernell's Buttermints
Viva Paper Towels
Walden Farms Dressing
Weaver Chicken
Weight Watcher's
Welch's
Wilson Foods
Wirth-Daniels
Broker Coupon Promotion
Wisconsin Cheese Festival
Wishbone Dressing
Wrigley Gum
Yoplait Yogurt

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MAJOR MARKET STUDY SHOWS SUN-TIMES LEADS IN DAILY AUDIENCE!

Since June of 1981, SMRB, a major research organization, has been measuring newspaper audiences and shopping habits in the Chicago area.

The results of the study show the Sun-Times to be the leading daily newspaper in the Chicago ADI.

SMRB also indicates that the Sun-Times dominates most of the key demographic groups among purchasing consumers:

* Adults Age 25-54
* Adults with Children
* Chief Wage Earners
* Principal Food Shoppers
* Working Women

These are the major prospects for many of the products sold in food stores, department stores, and many other types of retail outlets.

For more information, call or write Market Information Services 401 N. Wabash, Chicago, IL (60611) (312) 321-2015 or your local Sun-Times office.

CHICAGO SUN-TIMES
A Division of Field Enterprises, Inc.

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Lenox Towers—Suite 939
Atlanta 30326
Phone (404) 237-9559

Los Angeles: 5959 W. Century Boulevard
Suite 1114
Los Angeles 90045
Phone (213) 645-2244

Miami Beach: 17070 Collins Avenue
Suite 247
Miami Beach 33160
Phone (305) 944-4639

Sun-Times
MORE NEWS YOU CAN USE